

CITY OF STOUGHTON  
DEPARTMENT OF  
PLANNING & DEVELOPMENT  
381 East Main Street, Stoughton, WI 53589

(608) 873-6619      [www.ci.stoughton.wi.us](http://www.ci.stoughton.wi.us)

RODNEY J. SCHEEL  
DIRECTOR

March 19, 2014

Wisconsin Department of Natural Resources  
Attention: Storm Water Program  
3911 Fish Hatchery Road  
Madison, WI 53711

Re: Annual Report under MS4 General Permit

Dear Ms. Bub:

I am submitting the City of Stoughton's Annual Report that is due March 31, 2014. Please let me know if there is any additional information necessary to be submitted.

I can be reached at (608) 873-6619.

Sincerely,  
City of Stoughton

A handwritten signature in cursive script that reads "Rodney J. Scheel". The signature is written in black ink and is positioned below the typed name.

Rodney J. Scheel  
Director of Planning & Development

Enclosure

cc. Mayor Donna Olson (via email)

Due by March 31, 2014

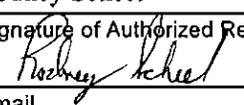
**Notice:** Pursuant to s. NR 216.07(8), Wis. Adm. Code, an owner or operator of a Municipal Separate Storm Sewer System (MS4) is required to submit an annual report to the Department of Natural Resources (DNR) by March 31 of each year to report on activities for the previous calendar year. This form is being provided by the DNR for the user's convenience. Personal information collected will be used for administrative purposes and may be provided to the extent required by Wisconsin's Open Records Law [ss. 19.31-19.39, Wis. Stats.].

This form is for reporting on activities undertaken in calendar year 2013.

**Instructions:** Complete each section of the form that follows. If additional space is needed to respond to a question, attach additional pages. Provide descriptions that explain the program actions taken to comply with the general permit. Complete and submit the annual report by March 31, 2014, to the appropriate address indicated on the last page of this form.

<b>SECTION I. Municipal Information</b>			
Name of Municipality City of Stoughton		Facility ID No. (FIN) 30925	
Mailing Address 381 E. Main Street	City Stoughton	State WI	ZIP Code 53589
County(s) in which Municipality is located	Municipality Type: (select one) <input type="radio"/> County <input checked="" type="radio"/> City <input type="radio"/> Village <input type="radio"/> Town <input type="radio"/> Other (specify)		

<b>SECTION II. Municipal Contact Information</b>			
Name of Municipal Contact Person Rodney Scheel		Title Director of Planning & Development	
Mailing Address 381 E. Main Street	City	State WI	ZIP Code 53589
Email rjscheel@ci.stoughton.wi.us	Phone Number (include area code) (608) 873-6619	Fax Number (include area code) (608) 873-5519	

<b>SECTION III. Certification</b>			
<p><i>I hereby certify that I am an authorized representative of the municipality covered under MS4 General Permit No. WI-S050075-1 for which this annual report is being submitted and that the information contained in this document and all attachments were gathered and prepared under my direction or supervision. Based on my inquiry of the person or persons under my direction or supervision involved in the preparation of this document, to the best of my knowledge, the information is true, accurate, and complete. I further certify that the municipality's governing body or delegated representatives have reviewed or been apprised of the contents of this annual report. I understand that Wisconsin law provides severe penalties for submitting false information.</i></p>			
Authorized Representative Printed Name Rodney Scheel	Authorized Representative Title Director of Planning & Development		
Signature of Authorized Representative 	Date 03/19/2014		
Email rjscheel@ci.stoughton.wi.us	Phone Number (include area code) (608) 873-6619	Fax Number (include area code) (608) 873-5519	

<b>SECTION IV. General Information</b>			
<p>a. Describe what efforts the municipality has undertaken to invite the municipal governing body, interest groups, and the general public to review and comment on the annual report.</p> <p>The 2013 Annual Report is posted on the City's website for review and comment throughout the year. This report along with other Stormwater Management information can be found on the City's website under the "Residents" tab or by selecting "Departments", "Planning &amp; Development", "Stormwater Management". The Annual Report has been presented to the City's Public Works Committee. The Public is offered a "Public Comment" period at every Common Council meeting where the public can be heard on any City topic including stormwater management issues. The Common Council is presented with Stormwater management projects for budget approval. Creation of our Stormwater Utility engaged the elected body as well and citizens about stormwater management requirements and projects within the city.</p>			

**SECTION IV. General Information (continued)**

b. Describe how elected and municipal officials and appropriate staff have been kept apprised of the municipal storm water discharge permit and its requirements.

Internally, staff monitor changing requirements and practices to meet permit goals. Public works staff carry out stormwater management practices by street sweeping, inlet cleaning, leaf pick up, etc and track efforts for annual reporting. Leadership reinforces these practices through reports to City committees and the Common Council. Committees and Common Council members are included in discussions during project design review/approvals and specifically during budget preparation. This time provides an opportunity to educate the elected body about the annual permit requirements and expectations for implementation. There is much discussion with our elected body related to stormwater quality and quantity expectations and requirements. Specifically, the elected body has been informed about the adoption of the TMDL standards that affect Stoughton and our participation in MAMSWaP to assist with components of our permit.

c. Has the municipality prepared its own municipal-wide storm water management plan?  Yes  No

If yes, title and date of storm water management plan:

"Stormwater Master Plan" - May, 2000; "Stormwater Management Plan and Total Suspended Solids Reduction Plan" - May, 2006; "Stormwater Management Plan Amendment" - July, 2007; "Virgin Lake Area Rehabilitation Report" - October, 2007 (Draft); Stormwater Management Plan Appendix A - Updated December, 2010.

d. Has the municipality entered into a written agreement with another municipality or a contract with another entity to perform one or more of the conditions of the general permit as provided under Section 2.10 of the general permit?  Yes  No

If yes, describe these cooperative efforts:

- (1) The City of Stoughton has a written agreement with Dane County Land Conservation for review and inspection services related to activities in the City that require construction site erosion control and/or post-construction stormwater management according to Chapter 10, Article IV of the City of Stoughton Code of Ordinances.
- (2) The City joined the Madison Area Municipal Stormwater Partnership (MAMSWaP) in 2008. Our participation focuses on the information and education component of our permit, however, exposure to the group allows the City to remain current with other aspects of stormwater management efforts being undertaken by other members. We continue to actively participate in the I & E subcommittee of MAMSWaP. City staff attended 6 such meetings in 2013.

e. Does the municipality have an internet website?  Yes  No

If yes, provide web address:

<http://www.cityofstoughton.com>

If the municipality has an internet website, is there current information about or links provided to the MS4 general permit and/or the municipality's storm water management program?  Yes  No

If yes, provide web address:

<http://www.cityofstoughton.com> Go to the "Residents" tab at the top of the page and then "Stormwater Management" or by going to the Department of Planning & Development area of the website at <http://www.cityofstoughton.com/planning> Alternatively, you can use [www.ci.stoughton.wi.us](http://www.ci.stoughton.wi.us) to access the same material.

**SECTION V. Permit Conditions**

a. **Minimum Control Measures:** For each of the permit conditions listed below, provide a description of the status of implementation of program elements, the status of meeting measurable goals, and compliance with permit schedule in section 3 of the MS4 general permit. Provide an evaluation of program compliance with the general permit, the appropriateness of identified best management practices, and progress towards achieving identified measurable goals. Be specific in describing the actions that have been taken during the reporting year to implement each permit condition and whether measurable goals have been met, including any data collected to document a measurable goal. Also, explain the reasons for any variations from the compliance schedule in the MS4 general permit.

**SECTION V. Permit Conditions (continued)**

• Public Education and Outreach

A copy of the City Stormwater Information & Education Program can be viewed at: [www.cityofstoughton.com](http://www.cityofstoughton.com) under the "Residents" tab and scroll down to "Stormwater Management".

(1) The City publishes notices in the local paper informing the public on proper management of leaves and grass clippings. Love Your Lakes Don't Leaf Them inserts were included in newspaper

(2) The City sent out a newsletter to all addresses in the City of Stoughton 3 times in 2013. Some articles may not be seen as directly affecting stormwater, but proper disposal of medicines and electronics can minimize their potential for entering the stormwater stream. A sampling of titles included in the newsletters include: "Save Money - Use Less Salt This Winter"; "Snow and Ice Removal Requirements"; "Spring Curbside Leaf Collection"; "Springtime Brings More Than Flowers With Those Showers"; "Grass Clippings"; "Rain and Snow - Where Do They Go and What Do They Take With Them"; "Yard Waste Site"; "Make a difference - Plant a Rain Garden"; "Healthy Yards, Healthy Lakes and Streams"; "Your Can Help Lakes and Streams During Winter"; "Stormwater Utility".

(3) The City of Stoughton joined the Madison Area Municipal Stormwater Partnership's (MAMSWaP). I & E Subcommittee to fulfill our Education and Outreach requirements. City Staff participated in 6 meetings of the MAMSWaP group in 2013. A copy of the MAMSWaP's Information and Education Work Plan for 2013 is attached.

(4) The City plays the "Dane Waters" DVD approximately 20 times a month on our local cable station, WSTO.

(5) The "Dane Waters" DVD can be seen 24 hours a day online on the City's main web page at [www.cityofstoughton.com](http://www.cityofstoughton.com)

(6) The City website contains links to [MyFairLakes.com](http://MyFairLakes.com); and [danewater.com](http://danewater.com). In 2013, we had several information articles such as: "Healthy Yards....Healthy Lakes and Streames"; Wisconsin Spill Reporting Requirements (WDNR); "Illicit Discharge Detection and Elimination (EPA)"; and "Native Plants for Your Rain Garden".

• Public Involvement and Participation

The City of Stoughton's I & E program is the main vehicle driving public involvement and participation. Public meetings are held as necessary to involve the public in projects that are the result of WPDES permit requirements. As a member of MAMSWaP, we are participating with the group under their I & E Work Plan. The City notifies the public of activities required by the WPDES permit and encourages input and participation from the public regarding these activities by publishing notices for meetings of all City committee's. Examples of such committees include: Public Works; Common Council; Planning Commission; Parks & Recreation and the River Task Force.

• Illicit Discharge Detection and Elimination

City of Stoughton Public Works and Inspection Staff watch for irregular discharges when cleaning storm inlets or conducting other field work. Illicit discharge inspections were completed in the summer of 2013. The inspection report is included. No points of concern were highlighted other than confirmation that Milfab has a discharge permit through the WDNR, facility number 1406.

**SECTION V. Permit Conditions (continued)**

• Construction Site Pollutant Control

The City of Stoughton Building Inspector monitors one and two family dwelling construction projects after rainfall events and while conducting other inspections on these sites. The city contracts with Dane County Land Conservation to conduct stormwater and erosion control reviews and inspections on all projects that are not one and two family dwellings. In 2013, they conducted 51 inspections and made 10 contacts by email, verbally or via telephone. These inspections consisted of 28 hours of Erosion Control Inspections and 31 hours of Stormwater Management Inspections. One Stop Work Order and one citation was issued in 2013. Construction was up significantly in 2013. The inspector pursued issues at several locations including; through email, phone calls, and in person methods to bring the deficiencies into compliance without the need for enforcement.

• Post-Construction Storm Water Management

The City revised its Stormwater and Erosion Control Ordinances to comply with NR 151. The WDNR and Dane County reviewed and published in May, 2006. Ordinances adequately address post-construction stormwater management. The City performs routine maintenance on all City-owned or managed properties. Routine maintenance activity for stormwater facilities includes mowing, removing volunteer tree growth, repairing erosion, and removing obstructions to stormwater flow and is completed concurrent with other City maintenance activity. Required maintenance for private stormwater facilities is covered in Section 10-129 of the City of Stoughton Municipal Ordinances.

• Pollution Prevention

Catch Basin Cleaning: The City of Stoughton cleans inlet grates and inspects catch basins weekly. Each inlet and catch basin in the City is inspected at least once per year. Catch basins are cleaned at least once per year.

Street Sweeping: The City performs street sweeping activity from March through November each year, depending on the weather. The Downtown area is swept every Friday morning while the rest of the City streets are swept once per month. The City uses one mechanical broom sweeper and one vacuum type sweeper.

De-icing, etc: The City uses salt or a mixture of sand and salt as necessary. On average, the City uses approximately 250 pounds of salt per lane mile and 10 gallons of brine per ton. Salt in solid form is pre-wetted prior to application. Since 2011, the City introduced a beat juice solution to use prior to snow events to reduce the amount of salt used.

Yard Waste: The City collects yard waste curbside for 3 weeks in the Spring (normally during April) and 6 weeks in the Fall (scheduled between mid-October and December 1st). There is also a City site at which residents can drop off their own yard waste. The city uses 2 leaf vacuum trucks. Leaf and grass clippings that the City collects are used by local organic farmers.

The City started a new turf management program in 2013 to assist with controlling weeds and promoting healthy turf grasses for athletic fields in city parks and other city owned properties. Fertilizing and weed control applications are contracted out and applied only to areas identify through turf assessments.

In 2013, the City collected the following in our pollution prevention efforts: Curbside leaf pickup: 827 tons; Street Sweeping: 1,775 cubic yards; Yard Waste - Grass Clippings & Leaves at Drop-off Site: 1,374 cubic yards

b. Storm Water Quality Management: Has the municipality completed a pollutant-loading analysis to assess compliance with the 20% TSS reduction developed urban area performance standard?  Yes  No

If yes, provide the following: Model used WinSLAM Version 9.40 Reduction (%) 41.8

If no, include a description of any actions the municipality has undertaken during 2013 to help achieve the 20% standard.

**SECTION V. Permit Conditions (continued)**

Has the municipality completed an evaluation of all municipal owned or operated structural flood control facilities to determine the feasibility of retrofitting to increase TSS removal?  Yes  No

If yes, describe:

c. **Best Management Practices Maintenance:** Does the municipality have a maintenance program for installed storm water best management practices?  Yes  No

If yes, describe the maintenance program and any maintenance activities that have occurred for best management practices in 2013. If available, attach any additional information on the maintenance program.

See Attached materials.

d. **Storm Sewer System Map:** Describe any changes or updates to the storm sewer system map made in the reporting year. Provide an updated map if any changes occurred during the reporting year.

No updates in 2013. The system map is available on our website at <http://www.cityofstoughton.com> Go to the "Residents" tab at the top of the page and then "Stormwater Management" or by going to the Department of Planning & Development area of the website at <http://www.cityofstoughton.com/planning>

**SECTION VI. Fiscal Analysis**

a. Provide a fiscal analysis that includes the annual expenditures for 2013, and the budget for 2013 and 2014. A table to document fiscal information is provided on page 8.

See completed table.

b. What financing/fiscal strategy has the municipality implemented to finance the requirements of the general permit?

Storm water utility  General fund  Other \_\_\_\_\_

c. Are adequate revenues being generated to implement your storm water management program to meet the permit requirements?  Yes  No

Please provide a brief summary of your financing/fiscal strategy and any additional information that will assist the Department in understanding how storm water management funds are being generated to implement and administer your storm water management program.

The City's Stormwater Utility went into effect on January 1, 2013 and is funding stormwater management activities in Stoughton. The fee is based on impervious area. Each single-family residential property is assigned 1 ERU (equivalent runoff unit) that equals 3,105 square feet of impervious surface. Other properties are assigned an ERU value based on their impervious surface.

**SECTION VII. Inspections and Enforcement Actions**

Note: If an ordinance listed below has previously been submitted and has not been amended since that time, a copy does not need to be submitted again. If the ordinance was previously submitted, indicate such in the space provided.

a. As of the date of this annual report, has the municipality adopted a construction site pollutant control ordinance in accordance with subsection 2.4.1 of the general permit?  Yes  No If yes, attach copy or provide web link to ordinance:

You can find the ordinance section in Ch. 10 by going to [www.municode.com](http://www.municode.com). A copy is also attached.

b. As of the date of this annual report, has the municipality adopted a post-construction storm water management ordinance in accordance with subsection 2.5.1 of the general permit?  Yes  No If yes, attach copy or provide web link to ordinance:

You can find the ordinance section in Ch. 10 by going to [www.municode.com](http://www.municode.com). A copy is also attached.

c. As of the date of this annual report, has the municipality adopted an illicit discharge detection and elimination ordinance in accordance with subsection 2.3.1 of the general permit?  Yes  No If yes, attach copy or provide web link to ordinance:

You can find the ordinance section in Ch. 10 by going to [www.municode.com](http://www.municode.com). A copy is also attached.

d. As of the date of this annual report, has the municipality adopted any other ordinances it has deemed necessary to implement a program under the general permit (e.g., pet waste ordinance, leaf management/yard waste ordinance, parking restrictions for street cleaning, etc.)?  Yes  No If yes, attach copy or provide web link to ordinance:

We have identified several nuisances enforced in Ch. 58 by going to [www.municode.com](http://www.municode.com). A copy is also attached.

**SECTION VII. Inspections and Enforcement Actions (continued)**

e. Provide a summary of available information on the number and nature of inspections and enforcement actions conducted during the reporting period to ensure compliance with the ordinances described in a. to d. above.

The City of Stoughton Building Inspector monitors one and two family dwelling construction projects after rainfall events and while conducting other inspections on these sites. The city contracts with Dane County Land Conservation to conduct stormwater and erosion control reviews and inspections on all projects that are not one and two family dwellings. In 2013, they conducted 51 inspections and made 10 contacts by email, verbally or via telephone. These inspections consisted of 28 hours of Erosion Control Inspections and 31 hours of Stormwater Management Inspections. One Stop Work Order and one citation was issued in 2013. Construction was up significantly in 2013. The inspector pursued issues at several locations including: through email, phone calls, and in person methods to bring the deficiencies into compliance without the need for enforcement.

**SECTION VIII. Water Quality Concerns**

a. Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (A list of ORWs and ERWs may be found on the Department's Internet site at: <http://dnr.wi.gov/topic/SurfaceWater/orwerw.html>)  Yes  No If yes, list:

b. Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of the most current Wisconsin impaired waterbodies may be found on the Department's Internet site at: <http://dnr.wi.gov/water/impairedsearch.aspx?status=303d>)  Yes  No If yes, complete the following:

- Impaired waterbody to which the MS4 discharges:  
The Yahara River
- Description of actions municipality has taken to comply with section 1.5.2 of the MS4 general permit for discharges of pollutant(s) of concern to an impaired waterbody:

The City of Stoughton utilizes the following practices to reduce sediment and phosphorus contributions to the Yahara River (Dane County requirements limit the availability and use of phosphorus fertilizer products which assists in the reduction of phosphorus in the Yahara River):

CCatch Basin Cleaning: The City of Stoughton cleans inlet grates and inspects catch basins weekly. Each inlet and catch basin in the City is inspected at least once per year. Catch basins are cleaned at least once per year.

Street Sweeping: The City performs street sweeping activity from March through November each year, depending on the weather. The Downtown area is swept every Friday morning while the rest of the City streets are swept once per month. The City uses one mechanical broom sweeper and one vacuum type sweeper.

De-icing, etc: The City uses salt or a mixture of sand and salt as necessary. On average, the City uses approximately 250 pounds of salt per lane mile and 10 gallons of brine per ton. Salt in solid form is pre-wetted prior to application. Since 2011, the City introduced a beat juice solution to use prior to snow events to reduce the amount of salt used.

Yard Waste: The City collects yard waste curbside for 3 weeks in the Spring (normally during April) and 6 weeks in the Fall (scheduled between mid-October and December 1st). There is also a City site at which residents can drop off their own yard waste. The city uses 2 leaf vacuum trucks. Leaf and grass clippings that the City collects are used by local organic farmers.

The City started a new turf management program in 2013 to assist with controlling weeds and promoting healthy turf grasses for athletic fields in city parks and other city owned properties. Fertilizing and weed control applications are contracted out and applied only to areas identify through turf assessments.

**SECTION VIII. Water Quality Concerns** (continued)

c. Identify any known water quality improvements in the receiving water to which the MS4 discharges during the reporting period.

Other than re-development projects within the City that must meet State and Local stormwater requirements, none.

d. Identify any known water quality degradation in the receiving water to which the MS4 discharges during the reporting period and what actions are being taken to improve the water quality in the receiving water.

No known water quality degradation into Yahara River. Stormwater management practices identified in this report are used to improve water quality.

**SECTION IX. Proposed Program Changes**

Describe any proposed changes to the storm water management program being contemplated by the municipality for 2014 and the schedule for implementing those changes. Proposed program changes must be consistent with the requirements of the general permit.

No specific changes to programs or practices anticipated for 2014. We will be working to understand the anticipated new discharge permit requirement and TMDL requirements. Stoughton is part of the Yahara WINS Pilot Project to consider Adaptive Management opportunities for Stoughton and the region that will help to improve water quality in the watershed.

Fiscal Analysis Table. Complete the fiscal analysis table provided below.

Program Element	Annual Expenditure 2013	Budget		Source of Funds
		2013	2014	
Public Education and Outreach	17,428	5,000	15,824	Stormwater Utility Fee.
Public Involvement and Participation	27,589	21,393	26,492	Stormwater Utility Fee.
Illicit Discharge Detection and Elimination	16,040	7,311	15,210	Stormwater Utility Fee.
Construction Site Pollutant Control	17,967	4,500	27,283	Stormwater Utility Fee and permit fees.
Post-Construction Storm Water Management	22,531	1,500	32,911	Stormwater Utility Fee and permit fees.
Pollution Prevention	140,551	170,833	149,035	Stormwater Utility Fee with offsetting permit funds from yard waste site permit revenue.
Storm Water Quality Management (including pollutant-loading analysis)	26,089	20,292	24,992	Stormwater Utility Fee.
Storm Sewer System Map	5,992	500	5,428	Stormwater Utility Fee.
Other:				

NORTHERN REGION COUNTIES			WEST CENTRAL REGION COUNTIES		
Ashland	Langlade	DNR Service Center	Adams	Marathon	DNR Service Center
Barron	Lincoln	Attn: Storm Water Program	Buffalo	Monroe	Attn: Storm Water Program
Bayfield	Oneida	5301 Rib Mountain Rd.	Chippewa	Pepin	5301 Rib Mountain Rd.
Burnett	Polk	Wausau, WI 54401	Clark	Pierce	Wausau, WI 54401
Douglas	Price	Phone: (715) 359-4522	Crawford	Portage	Phone: (715) 359-4522
Florence	Rusk		Dunn	St. Croix	
Forest	Sawyer		Eau Claire	Trempealeau	
Iron	Taylor		Jackson	Vernon	
	Vilas		Juneau	Wood	
	Washburn		La Crosse		

NORTHEAST REGION COUNTIES			SOUTH CENTRAL REGION COUNTIES		
Brown	Marquette	DNR Northeast Region	Columbia	Jefferson	DNR South Central Region
Calumet	Menominee	Attn: Storm Water Program	Dane	LaFayette	Attn: Storm Water Program
Door	Oconto	2984 Shawano Ave.	Dodge	Richland	3911 Fish Hatchery Rd.
Fond du Lac	Outagamie	Green Bay, WI 54313	Grant	Rock	Fitchburg, WI 53711
Green Lake	Shawano	Phone: (920) 662-5100	Green	Sauk	Phone: (608) 275-3266
Kewaunee	Waupaca		Iowa		
Manitowoc	Waushara				
Marinette	Winnebago				

SOUTHEAST REGION COUNTIES		
Kenosha	Sheboygan	DNR Service Center
Milwaukee	Walworth	Attn: Storm Water Program
Ozaukee	Washington	141 NW Barstow Street,
Racine	Waukesha	Room 180
		Waukesha, WI 53188
		(262) 574-2100

# MUNICIPAL POLLUTION PREVENTION PLAN

City of Stoughton

Adopted 9-23-2008

A complete municipal pollution prevention plan includes the following:

- Inspection and maintenance of municipal owned or operated long term stormwater BMPs: The City of Stoughton has inventoried public and private detention basins. The City of Stoughton maintains detention basins. City Public Works staff visually monitors the condition of the basins. Perimeter bank stabilization is evaluated and corrected as necessary at least two (2) times annually. Undesired weed growth and tree saplings are controlled at the same time. Excess sedimentation is removed as necessary within the basins subject to Wisconsin DNR regulations.
- Street sweeping and catch basin cleaning: The City of Stoughton Public Works staff sweeps the streets in the downtown area weekly (March – November) and nine (9) times annually in the balance of the city. Catch basins are vacuumed annually with debris remove from the grates after each storm event. Street sweeping material is hauled to the Dane County Landfill. The WPDES Permit requires that the City of Stoughton keep accurate records of the total volume of debris collected on an annual basis. This information is to be included in the Annual Report.
- Snow removal and de-icing management: The City of Stoughton’s policy for snow removal and salting is generally to have all streets plowed within ten (10) hours after a snow event has stopped and supplementing plowing activities with salt and sand as needed. The City primarily uses sodium chloride with a goal to use a maximum of 200 pounds per lane mile. Dane County and the State DOT are responsible for maintenance of their county and state highways in the City of Stoughton.
- Management of leaves and other yard waste: The City of Stoughton provides curbside pickup of leaves for three (3) weeks in the Spring and seven (7) in the Fall. Leaves are vacuumed from the terrace area into self-contained leaf vacuums. Residents are encouraged to compost on-site as promoted through our quarterly issued Tower Times. The City has participated as a sale location for home compost bins. The City also offers a leaf and grass clipping drop-off location that is open three (3) days per week from April through October. The leaves collected during this process are delivered to area organic farmers for use in their operations. Grass clippings are hauled to the Bruce Company or Dane County compost sites. During seasonal department meetings, staff is informed about the importance to keep grass clippings out of the street. They are further directed to sweep or blow clippings that do get into the street.
- Nutrient management plan for municipal owned properties (as required by the UNPS grant), including:
  - **Pollution prevention procedures at municipal garages, public works facilities, and storage areas.** The City of Stoughton salt shed is located at 515 South Fourth Street. All salt is contained within the covered shed

with doors. Wisconsin DOT staff inspects the facility annually for compliance. Road Salt Substitute Inventory Record is also kept at the Street Department, 515 S. Fourth Street. Any road salt spilled during loading of snow/ice removal equipment is swept up by staff and returned to the salt shed. Vehicle maintenance and vehicle washing activities are conducted in designated areas to contain and control those activities to allow for proper clean up.

- **Pollution prevention procedures for the use and application of fertilizers, pesticides, and herbicides on municipally controlled properties.** City of Stoughton's policy to use chemicals for weeds is intended to limit use for areas along fences, trails, and buildings and at ball diamonds only as needed. Such chemicals are not to be used adjacent to City wells. By March 10, 2008, the application of lawn and garden fertilizers on municipally controlled properties with pervious surface greater than 5 acres each shall be done in accordance with NR 151.13(1)(b)3, Wis. Adm. Code.
- **Pollution prevention procedures for spills at municipally controlled properties.** Public Works staff uses "Oil Dri Products" for spills if they occur. Staff use spill proof safety containers when using gasoline or petroleum products. Spill reporting is posted in maintenance area.
- Regulating the private use of fertilizers, pesticides, and herbicides: The City of Stoughton recognizes and supports that Dane County has an ordinance in place that limits the sale and use of phosphorus-containing fertilizer for all properties within Dane County. The City's web site provides a link to [www.myfairlakes.com](http://www.myfairlakes.com) in an effort to educate citizens about water quality issues. Reducing the impact of fertilizers, pesticides, and herbicides lies in the hands of public awareness and education. This can be accomplished through the City of Stoughton's web site, through [www.myfairlakes.com](http://www.myfairlakes.com), and through brochures and articles distributed or made available to City of Stoughton residents.
- Municipal Staff Education: Public Works staff meets seasonally and is informed of the need to be aware of the impacts their activities have on water quality. Entering the winter months, management works with the snow plow drivers to educate them on the use of salt and sand. Entering the mowing season, management works with the mowing personnel to educate them on the need to direct clippings away from hard surfaces and to sweep or blow clippings that do reach hard surfaces.

## ILLCIT DISCHARGE INSPECTIONS SUMMER 2013

	LOCATION
1	City Hall pond
2	City Hall pond
3	Milfab
4	Milfab
5	Milfab - clear liquid coming out
6	Storm pipe coming from Riverside Drive to Fourth Street Dam - Yahara River
7	Division Street storm pipe
8	Division Street storm pipe
9	Division Street storm pipe
10	Division Street storm pipe
11	Division Street storm pipe
	Michael P. Stacey
Notes:	River and Ponds appear normal.
	Inspection was done along the Yahara River and all storm ponds.

## Contamination found in Storm water stream

5-3-2013 Sean Brusegar received a call from a concerned citizen about an oil sheen on top of the stream that flows from Industrial park south on the edge of Terry Kahls Plumbing to the river. Sean went down to take a look and noticed a fair amount of sheen on the water and some type of brownish looking material also caught in some of the debris that was lying across the stream bank. Sean contacted me and I went and verified it also.

I contacted B/G Foods and talk with Gary who I think was the plant manager about what we had found and told him that we had this problem in the past. He contacted their maintenance personal and asked to them if there were any problems with the machines in the factory and they said that they had not noticed anything wrong with their machines at this time. We all went down to the stream and I showed him the problem that we had been called about and made them aware of it. It was also raining at the time so I drove around industrial Park and checked all the storm catch basins to see what was going into them and noticed nothing with a sheen going into them. I told B/G Foods that I would recheck the stream on Monday to see if the stream had cleared up.

5-6-2013 I check on the creek in the morning and found there was still sheen on the water. B/G Foods also was over and saw the problem was still there and contacted their environmentalist for the plant. The environmentalist came down and we all met at the stream at 3:00 Monday afternoon. They set out some containment booms and some absorbent pads to collect some of the product that was getting into the stream. They could not determine what it exactly was either. The environmentalist said she would contact the DNR and tell them what they had found and how they were containing it. I also had made contact with the Fur Factory across the street from B/G Foods and asked them if they had put anything in the storm system that might cause an oil sheen. Brett the plant maintenance manager told me none of their storm water goes that way.

5-7-2013 I was called from B/G Foods to let me know that they had gone down to the stream to check it and there was still a sheen coming into the stream. They told me they had shut down the piece of equipment that had caused the problem before the previous night and haven't run it since. The still thought that it wasn't coming from the plant. I met with them at 9:30 and their environmentalist we looked at the stream and it looked like it was starting to clear up a little bit. We checked up the other water ways to the west of the stream and found a little contamination but none of which was coming down the stream that B/G Foods come down. We had them start up the cooling motor and monitored the stream flow and saw an increase of sheen coming into the stream again. We started looking into the manholes that came out of the plant and also saw a sheen on the water that determined that the problem was coming from their plant. They shut down the cooling motor and the sheen started to go away, so they were going to keep it shut down. The environmentalist for the plant where going to contact Mike from the DNR and let them know what had been found and how they were going to remedy the situation. I left and came back to the garage.

Rick Gullickson

## Save Money—Use Less Salt This Winter

Salt and sand contribute greatly to lake and stream pollution. Once it's spread on parking lots, streets, sidewalks and driveways, it's on its way to the nearest lake or stream and cannot be recovered. Fifty pounds of salt (one large bag) can pollute 10,000 gallons of water—which is equivalent to one teaspoon in a five-gallon bucket of water. Municipalities are working to cut salt use while still keeping streets safe. So, let's all save money this winter with these helpful tips and help the lakes and streams at the same time.

- Always use a shovel first, especially if the pavement temperature is 32°F or more—don't waste money on deicers.
- Reserve deicers for ice, not snow. Shovel as soon as possible so that wet, heavy snow doesn't have the opportunity to turn to ice.
- All salt is not created equal. Various types of deicers perform differently at different temperature ranges. The most common and cheapest is sodium chloride ("rock salt"), but doesn't work when the pavement is colder than 15°F. Magnesium chloride and calcium chloride cost more, but you'll use less and it works in colder temps.
- Consider getting a pavement thermometer (~\$30) to help determine pavement temperatures, which can vary widely depending on how much sun shines on your driveway. (Plus, they're kind of fun to play with.)
- Measure your sidewalk and driveway so you know how much you need. A general guideline is to use 1-3 cups of salt per 1,000 square feet. Save money by using only what is needed.
- Apply liquid salt to the pavement before the storm and shovel a little while it's snowing. After the storm, shovel before using any salt. Most times, you won't need any. Use deicers on ice, don't waste it on snow.
- You can use 30% less deicer if you wet your salt with some water before applying it.
- While salt is sometimes mixed with sand to keep the sand from freezing into a solid block, it's not a good idea to use both at the same time on your sidewalk. The salt will melt the ice, but when it refreezes, the sand will be frozen below the surface where it can't do any good. Choose one or the other. Try removing the ice by hand first before using either sand or salt.
- If you have an area that tends to ice up, consider making it a priority to remedy next summer so you won't need to deice in the future.

## Be a "Label Reader"!

Read the label on the ice melt product so that you know exactly what you are spending your hard-earned cash on. If the bag doesn't say otherwise, it's probably sodium chloride, but you're better off using something that says exactly what's in the bag. Some products claiming to be "green" or "pet safe" are

Love Your Lakes,  
Don't Them

Using less salt on your sidewalk and driveway this winter shows your love for the lakes.

If you must use a deicer, use it sparingly and make sure you read the label for application rates & environmental effects.

Don't use salt when you can use a shovel.

Learn more at [myfairlakes.com](http://myfairlakes.com)

simply chloride compounds. You can always ask for the Material Safety Data Sheet (MSDS) for the product—it will show percentages so that you can see if you are paying for pretty packaging of rock salt. And while you’re reading, be sure to follow the application rates. You need much less of some products than others, so be sure not to waste money by over applying.

Labeled as:	Works Down to:	Approximate Cost	Pros/Concerns
Calcium Chloride	-25°F	\$35 for 50 pounds	Use much less than rock salt, chloride impacts; may damage concrete
Magnesium Chloride	5°F	\$30-\$35 for 50 pounds; \$15-\$20 for 20 pounds	less toxic than calcium chloride and less damaging to concrete and pavement, but may corrode metals over time
Sodium Chloride ("rock salt")	15°F	\$6 for 25 pound bag	Chloride impacts
Calcium Magnesium Acetate (CMA)	25 °F	\$20 for 50 pounds	No chlorides; less toxic
Potassium Chloride	25°F		need to use more than rock salt; works slower than calcium chloride, safer on concrete
Sand	No melting effect	\$5 for a 20 lb bag	Not a deicer; for traction only; do not use with salt; accumulates in streets, lakes and streams; needs to be swept up, easily tracked into buildings

*Urea and Amide/Glycol are other deicing products that are chloride free and touted as pet/kid/environmentally friendly, but generally are not as effective as chlorides. However, when combined with shoveling first, can be a useful alternative.*

*The Madison Area Municipal Storm Water Partnership is working with the Rock River Stormwater Group to reduce the amount of pollution making its way to our lakes and streams. The Yahara chain of lakes and the Yahara River both ultimately drain to the Rock River. Both groups thank you for helping to Renew the Rock by reducing stormwater pollution throughout the Rock River area. Learn more at [www.myfairlakes.com](http://www.myfairlakes.com) and [www.renewtherock.com](http://www.renewtherock.com).*



# STREET TALKS

Hello again, time for the third article of "Street Talks". You may ask: "What is Street Talks? Why should I read this article?" Street Talks provides you with all the information you need to know about the services the Street Department provides. This information will benefit both you and the city so we can continue to excel with customer service.

Wow, a lot of residents must not have taken the time to read the first two articles of Street Talks; otherwise they would have known that there is No Brush Collection during the summer months (June-September).

If you have brush out to the curb for collection now, it will not be collected until October. You can either haul your brush to the yardwaste site located at 1051 Collins Road or hire a lawn care service/contractor to haul your brush.

Any brush placed in street will result in a citation for littering (Sec 50-5).

**\*\*\*\*PLEASE READ – IMPORTANT INFORMATION\*\*\*\***

## CURBSIDE BRUSH COLLECTION – NEW SCHEDULE FOR 2013

The curbside brush collection has some changes to the schedule this year. The Street Department has normally picked up brush curbside on the first full week of the month from April thru November. Due to promoting best pruning practices and summer projects, we will only be collecting



brush in the months of April, May, October and November. It is not healthy to prune trees in the summer heat, open wounds attract insects that can spread diseases to your trees. If you need to prune or remove a tree during the summer months, brush can be hauled to the yardwaste site (permit needed). Please have brush placed in the parkrow on the Monday of collection by 6:30 am during months of collection.

## YARDWASTE SITE

The site is located at 1051 Collins Road (off County Hwy A) in the Township of Dunkirk. The site accepts yardwaste (grass clippings, leaves, garden waste, and sod), shrubbery, and brush. The site will remain open until November 19th this year. The site is open Tuesdays and Thursdays from 1:00 pm to 7:00 pm and Saturdays from 9:00 am to 5:00 pm. A Permit (window decal) is required for the site and the cost is \$20 dollars and is good for the entire season. Permits can be purchased at the Street Department during normal business hours at 515 S. Fourth Street or at the yardwaste site during hours of operations.



## FALL LEAF COLLECTION

The Street Department provides curbside leaf collection for residents of the City of Stoughton. Leaf collection will start the week of October 14th and continue until November 22nd. It is important to make sure leaves are placed in the terrace (area between curb and sidewalk) for collection. It is a violation to rake leaves into the gutter/street. Leaves raked into the street often wash into the stormwater system and pollute our lakes and rivers. Our leaf vacuums need to be close to the curb line of the street and it really helps if you can keep that area free of parked vehicles and trailers. Do not mix any brush with leaves. Do not place any junk or rocks with leaves.



## GRASS CLIPPINGS

When mowing your lawn, make sure to keep the grass clippings on your property and do not blow or sweep clippings from the driveway or sidewalk into the street. There is a city ordinance prohibiting yard waste in the street which will be strictly enforced.



## SEC 50-5.

Offense against public peace, order and other public interests (h) Littering Prohibited (1) No person shall throw any glass, garbage, rubbish, waste, slop, dirty water, brush, yard waste, dirt, rocky materials or noxious liquid or other litter or unwholesome substance upon the streets, alleys, highways, public parks, or other property of the city of upon any private property not owned by him or upon the surface of any body of water within the city. This violation is subject to fines from \$50.00 to \$1,000.00.

## STREET CONSTRUCTION SCHEDULE

The major street constructions are completed, but the city has some yearly preventive maintenance to complete with boiler chip slag sealer. Streets to be completed include; Kvalheim St (Marie Drive to Termini), Marie Dr. (Page St to Termini), Marie Dr (Lincoln Ave to Termini), Nordic Trail (Page St to Termini), Greig Trail (Norse Parkway to Lincoln Ave), Norse Parkway (Greig Trail to 120 Feet South), Stiklestad Ct (Greig Trail to Termini), Kriedeman Dr (Van Buren St to Termini), High Point Circle (Kriedeman Dr to Termini), Skyridge Court (Kriedeman to Termini), and Furseth Road (Lincoln to Sundt)



Residents affected by this work will be notified by door hanger/letter of scheduled work (work scheduled for late July/early August).

## PARKROW TREES & PLANTING PERMITS



It is important to plant the proper tree in the parkrow to assure a long-lived and healthy tree (Fall is a good time to plant a tree). Also the size of the tree is important to insure that it will not have to be trimmed due to power lines. Permits are required to plant or remove parkrow trees. There is no charge for these permits; however we need this information in order to keep our tree inventory up to date. These permits can be obtained at the street department or online at [www.ci.stoughton.wi.us/streets&parcs/TreeCommission](http://www.ci.stoughton.wi.us/streets&parcs/TreeCommission) List of tree specifications are also available or you may view these on the web site.

Remember to call Diggers Locate at 811 or 1-800-242-8511 or email them at [diggershotline.com](mailto:diggershotline.com) at least 3 days prior to planting.

## STREET OPENING PERMITS

A street opening permit is required if you or a contractor works within the city right-a-way. Permits can be obtained at the Street Department or online at [www.ci.stoughton.wi.us](http://www.ci.stoughton.wi.us) and click on street department tab and then permits link. Cost range from \$50 dollars to \$150 dollars.

## ENCUMBRANCE PERMITS

An encumbrance permit is required if you are going to leave a dumpster or POD in the street for more than 2 hours. Permits can be obtained at the Street Department or online at [www.ci.stoughton.wi.us](http://www.ci.stoughton.wi.us) and click on street department tab and then permits link. Cost is \$25 dollars and the permit is good for 30 days, when it can be renewed for another \$25 dollars.



## STREET CLOSING PERMITS

Public streets may be closed (block parties, running events) for the use of private citizens and non-profit organizations provided said individual organization applies for a Street Closing permit and the completed application is submitted in time frame needed to Street Superintendent Karl Manthe.



## REFUSE & RECYCLING CART PLACEMENT

John's Disposal and the City request that carts not be placed in the street, but instead place refuse carts on the terrace or your driveway approach. Please place cart(s) a minimum of 2 feet apart at the end of your driveway or terrace area. Please do not set carts too close to mailboxes, trees, and light poles. Keeping the carts out of the street also allows street crews to effectively sweep streets during the summer and fall.

## MAILBOX PLACEMENT

To reduce the chances that your mailbox may be hit by a snow plow next winter, now is a good time to move your mailbox and follow US Postal regulations and place your mailbox 40-42 inches above the road surface and back 6 inches from the curb with the door down. Following these guidelines will increase productivity by snow plow operators.



## UP COMING CHANGES

The Street Department is still pursuing the creation of a "Green Waste Recycling Center" that residents would be able to come to and pickup up compost, fire wood, and other recycled products for a small fee.

## FUTURE ARTICLES WILL INCLUDE INFORMATION ON

The November issue will include information on procedures for Parking during Snow Emergencies, Information on Snow Removal from Sidewalks and Driveways, and Proper Tree Pruning.

These articles will be published in Tower Times issues and placed on our web site at [www.ci.stoughton.wi.us](http://www.ci.stoughton.wi.us) with time related information. While on the web site, check out Frequently Asked Questions.

Feel free to call with any questions, hope you find some helpful information with this article

*Until the next time, enjoy the summer*

Sincerely,  
Karl Manthe  
Street Superintendent Karl Manthe  
608-873-6303  
[kmanthe@ci.stoughton.wi.us](mailto:kmanthe@ci.stoughton.wi.us)

July 31, 2013

**FOR IMMEDIATE RELEASE**

Contact: Marcia Hartwig, Storm Water Education Coordinator, Madison Area Municipal Storm Water Partnership, [hartwig@countyofdane.com](mailto:hartwig@countyofdane.com); 608-224-3746, [www.myfairlakes.com](http://www.myfairlakes.com)

**KEEPING GRASS OUT OF THE STREET  
HELPS LOCAL LAKES AND STREAMS**

So far, 2013 is shaping up as a much wetter year than 2012, and lawns are loving the rain. As residents are mowing their lawns, grass clippings are ending up in the streets so that many municipalities are having to enforce their ordinances to clean up those clippings and prevent further yard waste in the street gutters. Most cities and villages in the region have ordinances prohibiting yard waste in the street since the nutrients from the grass clippings or leaves can make its way to the nearest lake or stream with the next rain.

The link between grass clippings and green lakes and rivers may not be obvious. Most people understand the damage that petroleum products and other chemicals can cause in our waters. But grass is just a natural thing, right? Natural things like grass, leaves and mulch are rich in phosphorous—the same stuff that used to be in lawn fertilizer. When left in the street gutter, it gets washed into the storm drains and eventually the river, decomposing along the way and adding that phosphorous directly into the water. Like a chemical fertilizer, the phosphorous promotes plant growth, which typically means algae growth in the water. Consider this—a pound of grass clippings left in the street can result in a pound of algae growth in the river.

Algae are natural, but fertilized algal blooms hurt our waterways. Besides the “yuck” factor that turns people away, algae uses up oxygen in the water as it decays, which can kill off fish and other wildlife. Algal blooms can also produce toxins harmful to people or pets.

Grass clippings in the street can be expensive, too. Before they reach our waters, those clippings can clog storm drains, increasing maintenance costs and causing flooding. And when they cause algal blooms and fish kills, cleanup costs increase.

We can all help! Just blow clippings away from pavement as you mow, and then come back with a broom or blower at the end to push back the escapees. That’s all there is to it. You can either bag the clippings for compost, or mulch them into the lawn to return nutrients to the soil that will help your grass grow. See [www.myfairlakes.com](http://www.myfairlakes.com) for more lawn care tips that promote the health of your lawn, the Yahara chain of lakes, Yahara River and, ultimately, the Rock River.

**Madison Area Municipal Storm Water Partnership**

c/o Dane County Land & Water Resources Department, 5201 Fen Oak Drive, Room 234, Madison, WI 53718-8827  
Phone 608-224-3746 Fax 608-224-3745 [hartwig@countyofdane.com](mailto:hartwig@countyofdane.com) [www.myfairlakes.com](http://www.myfairlakes.com)

*The Madison Area Municipal Storm Water Partnership is working with the Rock River Stormwater Group to reduce the amount of pollution making its way to our lakes and streams. The Yahara chain of lakes and the Yahara River both ultimately drain to the Rock River. Both groups thank you for helping to Renew the Rock by reducing stormwater pollution throughout the Rock River area. Learn more at [www.myfairlakes.com](http://www.myfairlakes.com) and [www.cleanwatersbrightfuture.org](http://www.cleanwatersbrightfuture.org).*



*Photo courtesy City of Smithville, MO.*

This man is showing his love for lakes and streams! Keeping grass clippings and other yard waste out of the street gutters keeps nutrients out of the nearest lake or stream where they can contribute to algal growth.

# # #

## Healthy Yards . . . Healthy Lakes and Streams

What we do in our yards can directly affect our lakes and streams. Before using fertilizer on your lawn or gardens, test your soil. A \$15 soil test will show if your soil is lacking anything so that you don't waste your money on something you don't even need. Instructions and forms from the UW Soil and Plant Analysis Lab are online at <http://uwlab.soils.wisc.edu/madison/>. Results will tell you exactly what you need for healthy lawn and gardens.

If your test shows you do indeed need fertilizer, be sure to clean up any that lands on your sidewalk, driveway or other hard surfaces. If left on paved areas, it can easily make its way to the nearest lake or stream with the next rainfall. Keeping leaves, grass clippings and other yard waste, which contain nitrogen and phosphorus, out of the street also help prevent lakes and streams from becoming green and scummy. When these nutrients wash into lakes and streams they can promote nasty algae blooms and excessive weed growth (which can lower oxygen levels in the water) and may release ammonia (toxic to fish).

Healthy yards add to the beauty and value of your home. They can also help our lakes and streams by allowing rainwater to soak into the soil rather than running off to the nearest storm drain. So, do your part and keep your lakes and streams healthy by using fertilizers only if and where they are needed.

# Love Your Lakes & Rivers Don't Leaf Them



[cleanwaterbrightfuture.org](http://cleanwaterbrightfuture.org)

[myfairlakes.com](http://myfairlakes.com)



## Keep leaves out of the street.

Show your love for the lakes by placing this in your window or pick up a yard sign through [myfairlakes.com](http://myfairlakes.com).



*Marcia Hartwig*  
*Storm Water Education Coordinator*

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**FOR IMMEDIATE RELEASE**

**September 25, 2013**

**Contact:** Marcia Hartwig, Madison Area Municipal Storm Water Partnership, 608-224-3746, [info@myfairlakes.com](mailto:info@myfairlakes.com), [www.myfairlakes.com](http://www.myfairlakes.com)

**Show the Lakes and Rivers Some Love—Keep Leaves Out of the Street**

As the kids get back into the routine of school and football is back on the schedule, it's time to keep the leaves out of the street as well. Leaves in the street this fall means green lakes next summer. By keeping leaves and other yard waste out of the street, you are proudly displaying your love of Dane County's lakes and streams.

Leaves, grass clippings and other yard waste in the street can get washed directly to the nearest lake or stream via storm drains when it rains. Even if the leaves never move, rain water running over and through them makes a nutrient-rich tea that's carried directly to the storm drains promoting algae growth.

Easy alternatives to raking include mulching leaves with your mower directly on your lawn, raking them around trees and shrubs, or composting them. Shredded leaves are a natural fertilizer returning nutrients to your lawn. Composted leaves are great mulch for gardens.

If you rake your leaves to the curb, keep them on the terrace, not in the street. Check with your municipality for curbside collection dates and other requirements so that your leaves are at the curb for as short a time as possible.

No matter how far you live from the water's edge, storm drains lead to the nearest lake, river or stream. So, when you see someone keeping leaves out of the street, you know they're

**Madison Area Municipal Storm Water Partnership**

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Phone 608-224-3746 Fax 608-224-3745 [hartwig@countvofdane.com](mailto:hartwig@countvofdane.com) [www.myfairlakes.com](http://www.myfairlakes.com)

showing their love for the lakes, rivers and streams by keeping algae-feeding nutrients out of our surface waters. Get your very own yard sign from your town/village/city hall. Get more information on leaves and lawn care at [www.myfairlakes.com](http://www.myfairlakes.com).

**Love Your Lakes  
& Rivers**

**Don't Leaf Them**

cleanwaterbrightfuture.org myfairlakes.com

**Renew the Rock**

**Keep leaves out of the street.**

Show your love for the lakes by placing this in your window or pick up a yard sign through [myfairlakes.com](http://myfairlakes.com).

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###

## PARKROW/TERRACE WASTE INFORMATION

THE AREA BETWEEN THE STREET AND THE SIDEWALK IS CALLED THE PARKOW OR TERRACE. THIS AREA IS NOT A DUMPING GROUND FOR WASTE SUCH AS FURNITURE, APPLIANCES, OR OTHER GARBAGE. JOHNS DISPOSAL IS CONTRACTED TO PICKUP GARBAGE ON A WEEKLY BASIS AND WILL PICK UP BULK ITEMS ON THE LAST PICKUP DAY OF THE MONTH. WEEKLY GARBAGE AND BULK ITEMS SHOULD NOT BE PUT OUT IN THE PARKROW/TERRACE AREA EARLIER THAN THE DAY BEFORE THE SCHEDULED GARBAGE PICKUP DAY.

FOR INFORMATION RELATED TO GARBAGE PICKUP CONTACT CITY HALL AT 608-873-6677 OR THERE IS INFORMATION AVAILABLE AT [WWW.JOHNSDISPOSAL.COM](http://WWW.JOHNSDISPOSAL.COM)

## **Make a Difference \*Install a Rain Garden**

Rain gardens (shallow depressions planted with native wildflowers) soak up rainwater or melted snow from your rooftop, driveway and lawn. They are positioned to collect water from downspouts or at a low-point in the yard where drainage naturally occurs. The gardens allow water to soak into the soil rather than running off to the nearest lake or stream.

A rain garden can soak up to 30% more water than a traditional lawn. Why is that important? Because the water from rain and snow that runs off our roofs and driveways to the streets and through the storm drain system to our lakes carries with it all sorts of pollutants like fertilizers, oil, pet waste and more. Whatever is in the street—garbage, pet waste, oil, etc.—gets washed to the nearest lake or stream.

Mature rain gardens are easy to maintain. Once plants get established, very little weeding is needed. Do not install a rain garden in any easement designed to convey underground electric, water, wastewater and stormwater.

Besides helping our lakes and streams, rain gardens are aesthetically pleasing and provide habitat for birds, butterflies and beneficial insects—including dragonflies that eat mosquitoes. You can make a big difference by devoting a small amount of space, time and money to the creation of a rain garden.

Visit [www.myfairlakes.com](http://www.myfairlakes.com) to learn more about rain gardens.

# Rain and snow

## where do they go and what do they take with them?

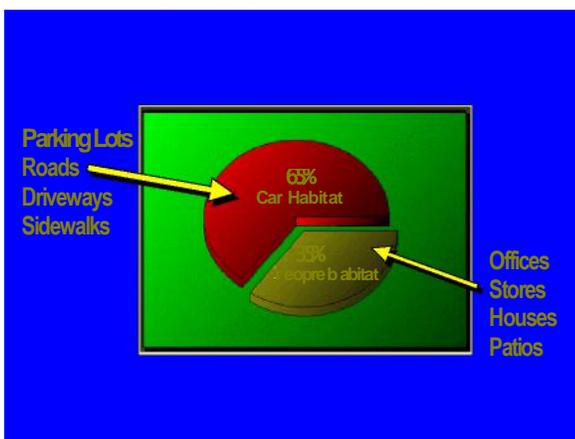


Do you know how the new subdivision in town affects local water resources that you use for fishing, swimming and drinking? It all depends on the route that rainwater and snowmelt take to the lakes, streams and groundwater in your community.

Subdivisions and other types of development include impervious surfaces, such as roads, rooftops, driveways, sidewalks and parking lots that prevent rainwater and snowmelt from soaking into the ground. The gradual addition of impervious surfaces is a cumulative process where one house doesn't make a big difference, but the new houses, roads and parking lots built over time have a big impact on local waters by increasing the volume of runoff. In fact, one investigator has estimated that when a one-acre meadow is paved, the amount of runoff from a one-inch rainstorm increases 16-fold (Schueler 1994). Increases in the amount of runoff result in more erosion, greater delivery of pollutants to lakes and streams, and less water to recharge groundwater aquifers.

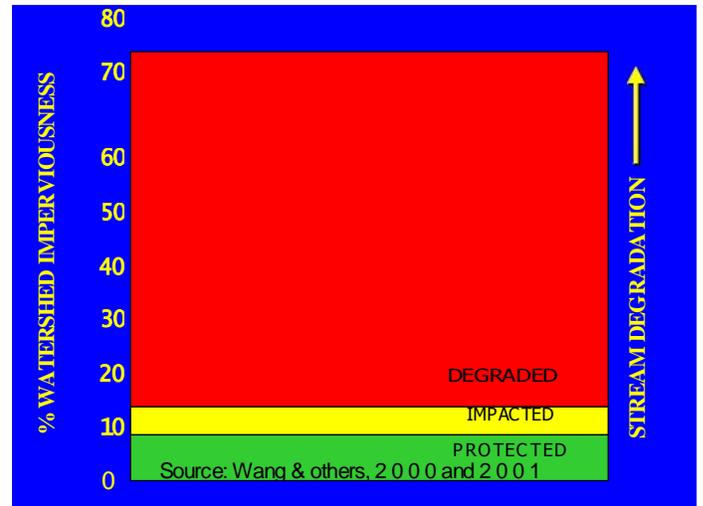
Impervious surfaces can be separated into two components as shown in Figure 1: people habitat where we live and work, and car habitat where we drive and park our vehicles. Studies from across the country show that 55-75% of impervious surfaces are car habitat (Cappiella 2001; City of Olympia 1994).

Figure 1. Impervious Surface Components  
Source: City of Olympia, ISRS Field Report, 1994



As shown in Figure 2, the amount of impervious surface is a key indicator of the health of local streams. Research consistently shows that as the amount of impervious surface increases in the watershed, the health of its streams decreases (Schueler 1994).

Figure 2. Cumulative Impacts to Streams



For example, in the Milwaukee metropolitan area in southeast Wisconsin, studies have found that fish and insect populations in warm water streams decline dramatically when impervious surfaces exceed about 8-10% of the watershed. Streams with more than 12% imperviousness have consistently poor fish communities (Wang and others 2000 and 2001).

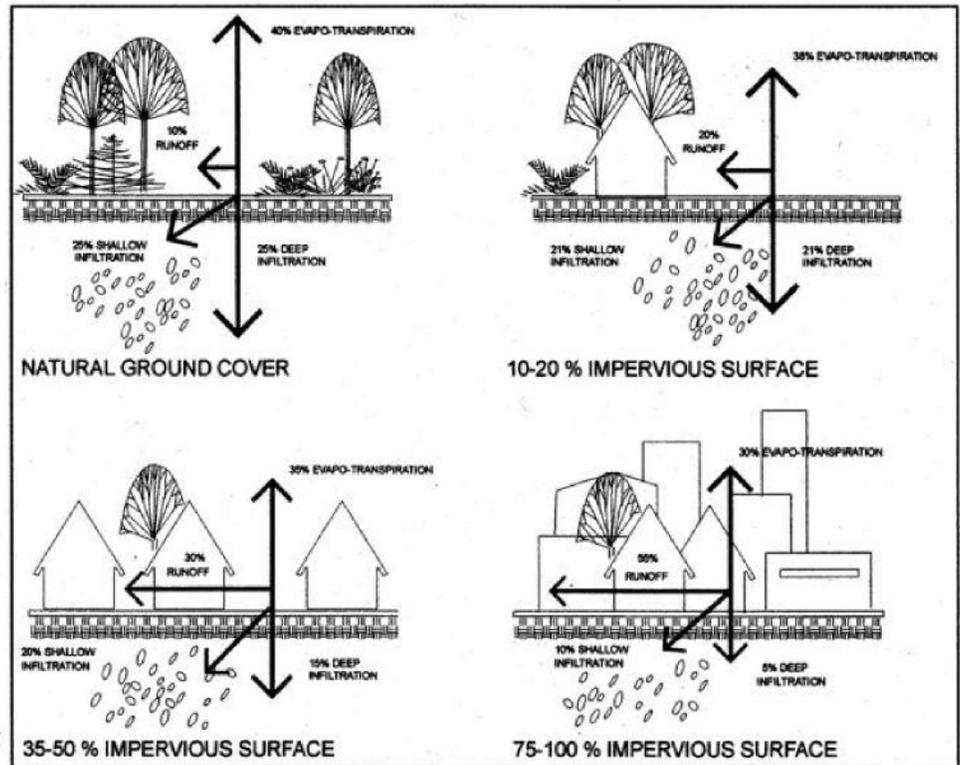
How do impervious surfaces affect your community? As Figure 3 illustrates, in a natural system approximately 10% of rainwater flows over the land surface directly to lakes and rivers while 50% of rainwater filters into the ground and is stored as groundwater or slowly makes its way back into rivers and lakes. An unintended result of development is that impervious surfaces cause more water to run off the landscape and less to infiltrate to groundwater. For example a neighborhood with 1-acre lots with 10-20% impervious surface could expect the amount of runoff to double after development (EPA 1993). Unfortunately, this water bypasses the natural water filter provided by soil, microbial action and vegetation and carries additional pollutants directly to surface waters.

When trees, shrubs and grasses are replaced with impervious surfaces, the following community benefits are threatened:

- Safe drinking water filtered by the natural soils and plants
- Sufficient groundwater for drinking, irrigation and industry
- Water storage capacity to protect homes from flooding

- Healthy streams with fish spawning areas, flows and stable banks
- Cool, shady water for a diversity of fish
- Food and habitat for songbirds and other animals
- Natural scenery for relaxation and privacy

Figure 3 . Water cycle changes associated with impervious surfaces



Source: Environmental Protection Agency, 1 993

Written by Lynn Markham • Center for Land Use Education • UW-Stevens Point • [www.uwsp.edu/cnr/landcenter](http://www.uwsp.edu/cnr/landcenter) • 715-346-3783

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Wang, L . , J. Lyons, P . Kanehl, R . Banneman, and E . Emmons 2 0 0 0 . Watershed Urbanization and Changes in Fish Communities in Southeastern Wisconsin Streams. *Journal of the American Water Resources Association*. 3 6 : 5 ( 1 1 7 3 - 1 1 8 7 ) .

Wang, L . , J. Lyons, and P . Kanehl 2 0 0 1 . Impacts of Urbanization on Stream Habitat and Fish Across Multiple Spatial Scales. *Environmental Management*. 2 8 ( 2 ) : 2 5 5 -2 6 6 .

Additional resources:

Center for Watershed Protection (CWP) . Ellicott City, MD , ( 4 1 0 ) 4 6 1 -8 3 2 3 , <http://www.cwp.org>

Environmental Protection Agency. To learn which watershed you live in check <http://www.epa.gov/surf>

Nonpoint Education for Municipal Officials (NEMO), an educational program for local land use officials that addresses the relationship of land use to natural resource protection. Haddam, CT , 8 6 0 -3 4 5 -4 5 1 1 , <http://nemo.uconn.edu>

A Storm on the Horizon: An Educational Video on the Effects of Stormwater on Our Rivers. 1 4 minutes. Produced by Kiap-TU - Wish Chapter of Trout Unlimited, demonstrates the impact of stormwater and outlines actions to allow development while protecting water resources, 7 1 5 -3 8 6 -7 5 6 8 , <http://www.lambcom.net/kiaptuwish/video.html>

## **SNOW AND ICE REMOVAL REQUIREMENTS**

### **Sec. 64-13. Snow and ice removal.**

- (a) The occupant or owner of any lot or parcel abutting on a public sidewalk shall remove therefrom by 9:00 a.m. on the second day following a snowfall, all snow, dirt, rubbish or refuse matter, and sprinkle ice with a material to prevent slipping. (For example: a snowfall occurs on Monday, the occupant or owner would have until 9:00 a.m. Wednesday). If the occupant or owner does not comply with this section, the street commissioner or designee may issue a citation and may cause the work to be done and the expense reported to the city finance director, who shall annually enter such expense on the tax roll as a special tax against the lot or parcel of land. The owner or occupant shall also be subject to a forfeiture for each violation of this section, with penalties as set forth in section 1-3. Each day a violation continues shall constitute a separate violation.
- (b) No snow or ice removed from private property shall be deposited in the public ways in areas expected to be cleared by the city. This would include, but would not be limited to, pushing snow or ice across a public roadway or sidewalk; pushing or carrying and depositing snow or ice on a public way expected to be maintained for pedestrian or vehicular traffic; and the blowing or throwing of snow or ice onto a pedestrian or vehicular area. Violation of any of these provisions may result in penalties as set forth in section 1-3. Each day a violation continues shall constitute a separate violation. If the occupant or owner does not comply with this section, the street commissioner may cause the work to be done and the expense reported to the city clerk who shall annually enter such expense on the tax roll as a special tax against the lot or parcel of land.
- (c) No snow or ice shall be deposited on private property without the owners consent. Violation of this provision may result in penalties as set forth in section 1-3. Each day the violation continues shall constitute a separate violation.



## STREET TALKS

Hello again, time for the third article of “Street Talks”. You may ask: “What is Street Talks? Why should I read this article?” Street Talks provides you with all the information you need to know about the services the Street Department provides. This information will benefit both you and the city so we can continue to excel with customer service.

Wow, a lot of residents must not have taken the time to read the first two articles of Street Talks; otherwise they would have known that there is **No Brush Collection** during the summer months (June-September).

If you have brush out to the curb for collection now, it will not be collected until October. You can either haul your brush to the yardwaste site located at 1051 Collins Road or hire a lawn care service/contractor to haul your brush.

Any brush placed in street will result in a citation for littering (Sec 50-5).

### **\*\*\*PLEASE READ – IMPORTANT INFORMATION\*\*\***



**Curbside Brush Collection – NEW Schedule for 2013:** The curbside brush collection has some changes to the schedule this year. The Street Department has normally picked up brush curbside on the first full week of the month from April thru November. Due to promoting best pruning practices and summer projects, we will only be collecting brush in the months of **April, May, October and November**. It is not healthy to prune trees in the summer heat, open wounds attract insects that can spread diseases to your trees. If you need to prune or remove a tree during the summer months, brush can be hauled to yard waste site (permit needed). **Please have brush placed in the parkrow on the Monday of collection by 6:30 am during months of collection.**

**Yardwaste Site:** The site is located at 1051 Collins Road (off County Hwy A) in the Township of Dunkirk. The site accepts yardwaste (grass clippings, leaves, garden waste, and sod), shrubbery, and brush. The site will remain open until November 19th this year. The site is open **Tuesdays and Thursdays from 1:00 pm to 7:00 pm and Saturdays from 9:00 am to 5:00 pm**. A Permit (window decal) is required for the site and the cost is \$20 dollars and is good for the entire season. Permits can be purchased at the Street Department during normal business hours at 515 S. Fourth Street or at the yardwaste site during hours of operations.



**Fall Leaf Collection:** The Street Department provides curbside leaf collection for residents of the City of Stoughton. Leaf collection will start the week of October 14th and continue until November 22nd. It is important to make sure leaves are placed in the terrace (area between curb and sidewalk) for collection. It is a violation to rake leaves into the gutter/street. Leaves raked into the street often wash into the stormwater system and pollute our lakes and rivers. Our leaf vacuums need to be close to the curb line of the street and it really helps if you can keep that area free of parked vehicles and trailers. Do not mix any brush with leaves. Do not place any junk or rocks with leaves.

**Grass Clippings:** When mowing your lawn, make sure to keep the grass clippings on your property and do not blow or sweep clippings from the driveway or sidewalk into the street. There is a city ordinance prohibiting yard waste in the street which will be strictly enforced.

**Sec 50-5.** Offense against public peace, order and other public interests (h) Littering Prohibited (1) No person shall throw any glass, garbage, rubbish, waste, slop, dirty water, brush, yard waste, dirt, rocky materials or noxious liquid or other litter or unwholesome substance upon the streets, alleys, highways, public parks, or other property of the city or upon any private property not owned by him or upon the surface of any body of water within the city. This violation is subject to fines from \$50.00 to \$1,000.00

**Refuse & Recycling Cart Placement:** John's Disposal and the City request that carts not be placed in the street, but instead place refuse carts on the terrace or your driveway approach. Please place cart(s) a minimum of 2 feet apart at the end of your driveway or terrace area. Please do not set carts too close to mailboxes, trees, and light poles. Keeping the carts out of the street also allows street crews to effectively sweep streets during the summer and fall.

**Up Coming Changes:** The Street Department is still pursuing the creation of a "Green Waste Recycling Center" that residents would be able to come to and pickup up compost, fire wood, and other recycled products for a small fee.



## STREET TALKS

Hello again, time for the fourth article of “Street Talks”. Hopefully by now you know what “Street Talks” is all about and are benefiting from the information.

I believe residents are getting more accustomed to the new brush collection schedule and look forward to better compliance in 2014.

We want your feedback, is this information beneficial? What else will you like to see published in Street Talks? Lets us know by calling 873-6303 or email at [kmanthe@ci.stoughton.wi.us](mailto:kmanthe@ci.stoughton.wi.us)

### \*\*\*\*PLEASE READ – IMPORTANT INFORMATION\*\*\*\*



**Snow Emergency:** A snow emergency is handled differently in the City of Stoughton. Most area communities have alternate side parking daily from mid November to mid April. Stoughton institutes alternate side parking only when a snow emergency is called. A snow emergency is called when 3 inches or more of snow is **forecasted** or 3 inches or more has fallen or as conditions warrant (ice storm, etc). The snow emergency lasts for 3 days and vehicle owners must abide with alternate side parking during this time frame. Notifications are made on the three (3) local television channels, most local radio channels, posted on city web page, and message on street department voice mail system. You can also sign up for direct email notifications on city web page. It’s really helpful to move your vehicle(s) completely off the street if possible; it makes for a better plowed street and improves plowing time efficiency and you don’t have to shovel snow to get your vehicle out.



**Snow Removal from Driveways/Sidewalks:** Our snow plow operators take a lot of pride in cleaning the snow off the streets. Nothing looks better then a freshly plowed street! So please, when you clean your driveways and sidewalks of snow do not blow or throw snow back into the street (city ordinance 64-13 (b) prohibits this). Please deposit your snow on your front yard; it can use the extra moisture and keeps it off the street. Let us know if you witness anyone violating this ordinance.



**Refuse & Recycling Cart Placement:** Still have a few residents that don't follow guidelines for proper cart placement. John's Disposal Service Inc. and the City of Stoughton request that carts not be placed in the street, but instead place refuse carts on the terrace or your driveway approach. Please place cart(s) a minimum of 2 feet apart at the end of your driveway or terrace area. Please do not set carts too close to mailboxes, trees, and light poles. Keeping the carts out of the street also allows street crews to effectively sweep streets, vacuum leaves and plow snow during the fall and winter season.



**Bulky Item Collection and E-Waste Items:** Remember that John's Disposal Service Inc. only collects bulky items on the last Tuesday or Friday of the month depending on your scheduled collection day. Please don't place bulky items to the curb until the night before collection to make sure items stay dry and keep our city looking clean. E-waste items are not allowed in curbside collection and can be taken to St. Vincent DePaul store. For a complete list of items accepted and regulations please contact City Hall at 873-6677.

**Curbside Brush Collection** – Brush collection for 2014 will be the same (April, May, October, and November) as last year. If you didn't get a chance to prune your trees this fall, make plans to prune during the dormant time this winter/spring so you can catch one of the two spring collections. (See pruning information above for helpful tips)



**Christmas Tree Collection** – Street crews will be out collecting Christmas Trees during the month of January. Please remove tree stand, lights and ornaments. Please do not put trees in bag. If tree is buried in snow pile, please dig it out so crews can quickly dispose of your tree.

**Yardwaste Site:** Site is Closed for the Season and will open again on Tuesday April 1, 2014.

**Leaf Collection:** Fall curbside collection completed for year. Crews will be back in spring, collection scheduled information will be posted on Street Department web site in March.

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

**ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT**

[Sec. 10-121. Authority.](#)

[Sec. 10-122. Definitions.](#)

[Sec. 10-123. Legislative findings.](#)

[Sec. 10-124. Purpose and intent.](#)

[Sec. 10-125. Applicability of requirement for erosion control permits.](#)

[Sec. 10-126. Applicability of requirement for stormwater control permits.](#)

[Sec. 10-127. Exemptions and clarifications.](#)

[Sec. 10-128. Preliminary review letter.](#)

[Sec. 10-129. Erosion and stormwater control permits and administration.](#)

[Sec. 10-130. Erosion control plan requirements.](#)

[Sec. 10-131. Stormwater management plan requirements.](#)

[Sec. 10-132. Off-site stormwater management.](#)

[Sec. 10-133. Technical standards and specifications.](#)

[Sec. 10-134. Appeals and variances.](#)

[Sec. 10-135. Permit fees.](#)

[Sec. 10-136. Prohibited stormwater discharge and connection.](#)

[Secs. 10-137—10-160. Reserved.](#)

**Sec. 10-121. Authority.**

This article is adopted under the authority of Wis. Stats. § 62.234.

(Code 1986, § 20.00; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-122. Definitions.**

As used in this article:

*Affected* means that a regulated activity has significantly:

- (1) Caused negative impacts on water quality or the use or maintenance of land or business; or
- (2) Endangered health, safety or general welfare.

*Agricultural* means related to or used for the production of food and fiber, including but not limited to general farming, livestock and poultry enterprises, grazing, nurseries, horticulture, viticulture, truck farming, forestry, sod production, cranberry productions and wild crop harvesting and includes lands used for on-site buildings and other structures necessary to carry out such activities.

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

*Average annual rainfall* means measured precipitation in Madison, Wisconsin between March 12 and December 2, 1981.

*Bank erosion* means the removal of soil or rock fragments along the banks or bed of a stream channel resulting from high flow after rain events.

*Best management practice* means a practice, technique or measure that is an effective, practical means of preventing or reducing soil erosion or water pollution, or both, from runoff both during and after land development activities. These can include structural, vegetative or operational practices.

*Cold water community* means surface waters capable of supporting a community of cold water fish and other aquatic life, or serving as a spawning area for cold water fish species (Wis. Adm. Code. NR 102.04(3) (a)).

*Connected imperviousness* means an impervious surface that is directly connected to a separate storm sewer or water of the state via an impervious flow path.

*Construction site erosion control* means preventing or reducing soil erosion and sedimentation from land disturbing activity.

*Direct conduits to groundwater* means wells, sinkholes, swallets, fractured bedrock at the surface, mine shafts, nonmetallic mines, tile inlets discharging to groundwater, quarries, or depressional groundwater recharge areas over shallow fractured bedrock.

*Effective infiltration area* means the area of the infiltration system that is used to infiltrate runoff and does not include the area used for site access, berms or pretreatment.

*Erosion and soil erosion* means the detachment and movement of soil or rock fragments by water, wind, ice or gravity.

*Excavation* means any act by which organic matter, earth, sand, gravel, rock or any other similar material is cut into, dug, quarried, uncovered, removed, displaced, relocated or bulldozed and shall include the resulting conditions.

*Existing development* means buildings and other structures and impervious area existing prior to August 22, 2001.

*Fill* means any act by which earth, sand, gravel, rock or any other material is deposited, placed, replaced, pushed, dumped, pulled, transported or moved to a new location and shall include the resulting conditions.

*Financial security instrument* means a surety bond, performance bond, maintenance bond, irrevocable letter of credit or similar guarantees submitted to the local approval authority to ensure that requirements of this article are carried out in compliance with the stormwater management plan.

*Gully erosion* means a severe loss of soil caused by or resulting in concentrated flow of sufficient velocity to create a defined flow channel.

*Heavily disturbed site* means a site where an area of land is subjected to significant compaction due to the removal of vegetative cover or earthmoving activities, including filling.

*Hydrologic soil group (HSG)* has the meaning used in the runoff calculation methodology promulgated by the United States Natural Resources Conservation Service Engineering Field Manual for Conservation Practices.

*Impervious surface* means any land cover that prevents rain or melting snow from soaking into the ground, such as roofs (including overhangs), roads, sidewalks, patios, driveways and parking lots. For purposes of this article, all road, driveway or parking surfaces, including gravel surfaces, shall be considered impervious, unless specifically designed to encourage infiltration and approved by the local approval authority.

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

*Infiltration*, for the purposes of this article, refers to any precipitation that does not leave the site as surface runoff.

*Infiltration system* means a device or practice such as a basin, trench, rain garden or swale designed specifically to encourage infiltration, but does not include natural infiltration in pervious surfaces such as lawns, redirecting of rooftop downspouts onto lawns or minimal infiltration from practices such as swales or road side channels designed for conveyance and pollutant removal only.

*Land conservation committee or LCC* means the Dane County Land Conservation Committee created under Wisconsin Statutes § 92.06.

*Land disturbing activities* means any land alterations or disturbances that may result in soil erosion, sedimentation or change in runoff including but not limited to removal of ground cover, grading, excavating and filling of land.

*Lightly disturbed site* means a site where an area of land is subjected to minor compaction due to the limited removal of vegetative cover or earthmoving activities.

*Local approval authority* means the municipal staff, agency or contracted entity charged by the local unit of government with responsibility for enforcing stormwater and erosion control ordinances, and specifically includes the city planning department.

*Local land division ordinance* means any county, city, village or town ordinance adopted under Wis. Stats. ch. 236 to regulate the division of land.

*Local zoning ordinance* means any county, city, village or town ordinance adopted under Wis. Stats. §§ 59.69, 59.692, 59.693, 60.61, 60.62, 61.351, 61.354, 114 62.23, 62.231, or 62.234 of the to regulate the use of land.

*Maximum extent practicable (MEP)* means a level of implementing best management practices in order to achieve a performance standard specified in this chapter which takes into account the best available technology, cost effectiveness and other competing issues such as human safety and welfare, endangered and threatened resources, historic properties and geographic features. MEP allows flexibility in the way to meet performance standards and may vary based on the performance standard and site conditions.

*New development* means any of the following activities:

- (1) Structural development, including construction of a new building or other structures;
- (2) Expansion or alteration of an existing structure that results in an increase in the surface dimensions of the building or structure;
- (3) Land disturbing activities; or
- (4) Creation or expansion of impervious surface.

*Nonerosive velocity* means a rate of flow of stormwater runoff, usually measured in feet per second, that does not erode soils. Nonerosive velocities vary for individual sites, taking into account topography, soil type and runoff rates.

*Peak flow* means the maximum rate of flow of water at a given point in a channel, watercourse, or conduit resulting from the predetermined storm or flood.

*Pervious surface* means any land cover that permits rain or melting snow to soak into the ground.

*Plan* means an erosion control plan required by [section 10-125](#) or a stormwater management plan required by [section 10-126](#).

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

*Plan review agency* means the municipal staff, agency or qualified contracted entity charged by the local unit of government with responsibility for reviewing stormwater and erosion control plans under the local stormwater and erosion control ordinance.

*Plat review officer* means the municipal staff, agency or contracted entity charged by the local unit of government with responsibility for reviewing land divisions, certified survey maps or subdivision plats or any combination thereof under Wis. Stats. ch. 236.

*Post-development* means the extent and distribution of land cover types anticipated to occur under conditions of full development of the submitted plan. The term "post-development" is used to match pre-development and post-development stormwater peak flows as required by this article.

*Pre-development* means the extent and distribution of land cover types present before the initiation of the proposed land development activity, assuming that all land uses prior to land disturbing activity are in "good" condition as described in the Natural Resources Conservation Service Technical Release 55, "Urban Hydrology for Small Watersheds" (commonly known as TR-55). The term "pre-development" is used to match pre-development and post-development stormwater peak flows as required by this article. In a situation where cumulative impervious surface created after August 21, 2001 exceeds the 20,000 square foot threshold, the predevelopment conditions shall be those prior to the proposed land disturbance.

*Recharge* means the portion of the average annual rainfall that infiltrates the soil and becomes groundwater. Recharge does not include evaporation, transpiration, or runoff from the site.

*Redevelopment* means any construction, alteration or improvement exceeding 4,000 square feet of land disturbance performed on sites where the existing site is predominantly developed as commercial, industrial, institutional or multifamily residential uses. Projects may include a mix of redevelopment and new impervious surfaces. New impervious surfaces added as a result of redevelopment are subject to subsection [10-126\(1\)](#).

*Runoff curve number (RCN)* has the meaning used in the runoff calculation methodology promulgated by the United States Natural Resources Conservation Service Engineering Field Manual for Conservation Practices.

*Sediment* means solid earth material, both mineral and organic, that is in suspension, is being transported or has been moved from its site of origin by air, water, gravity or ice, and has come to rest on the earth's surface at a different site.

*Sedimentation* means the deposition of eroded soils at a site different from the one where the erosion occurred.

*Sheet and rill erosion* means a loss of soil caused by sheet flow or shallow concentrated flow, and characterized by an absence of channeling or a relatively uniform loss across the exposed upper layer of the soil or shallow irregular scouring of the soil surface.

*Site* means the bounded area described in an erosion control plan or stormwater management plan.

*Slope* means the net vertical rise over horizontal run, expressed as a percentage, which represents a relatively homogeneous surface incline or decline over the area disturbed.

*Soil loss rate* means the rate, usually measured in tons per acre per year, at which soil is transported beyond the perimeter of a given control site and which occurs as a result of sheet and rill erosion. The term "soil loss rate" does not apply to soil movement resulting from concentrated flow such as gully or bank erosion.

*Storm events* means the precipitation amounts that occur over a 24-hour period that have a specified recurrence interval for Dane County, Wisconsin. For example, one-year, two-year, ten-year and 100-year storm events mean the precipitation amounts that occur over a 24-hour period that have a recurrence interval of one, two, ten and 100 years, respectively.

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

*Stormwater* means the flow of water which results from, and which occurs during and immediately following, a rainfall, snow melt or ice melt event.

*Stormwater management* means any measures taken to permanently reduce or minimize the negative impacts of stormwater runoff quantity and quality after land development activities.

*Stormwater runoff* means the waters derived from rains falling or snow melt or ice melt occurring within a drainage area, flowing over the surface of the ground and collected in channels, watercourses or conduits.

*Street reconstruction* means removal and replacement of the road subgrade, where existing stormwater conveyance systems are modified.

*Structure* means any human made object with form, shape and utility, either permanently or temporarily attached to, placed upon, or set into the ground, stream bed or lake bed.

*Unnecessary hardship* means that circumstance where special conditions, which were not self-created, affect a particular property and make strict conformity with regulations unnecessarily burdensome or unreasonable in light the purposes of this article.

(Code 1986, § 20.01; Ord. No. 0-21-06, § 1, 5-9-2006; Ord. No. 0-01-07, § 1, 1-9-2007; Ord. No. 0-18-2013, § 1, 8-13-2013)

**Cross reference**— Definitions generally, § 1-2.

**Sec. 10-123. Legislative findings.**

- (a) The common council finds that construction site erosion and uncontrolled stormwater runoff from land disturbing and land development activities have significant adverse impacts upon regional water resources and the health, safety, property and general welfare of the community, and diminish the public enjoyment and use of natural resources. Specifically, soil erosion and stormwater runoff can:
- (1) Carry sediment, nutrients, pathogens, organic matter, heavy metals, toxins and other pollutants to regional lakes, streams and wetlands;
  - (2) Diminish the capacity of water resources to support recreational and water supply uses and a natural diversity of plant and animal life;
  - (3) Clog existing drainage systems, increasing maintenance problems and costs;
  - (4) Cause bank and channel erosion;
  - (5) Increase downstream flooding;
  - (6) Reduce groundwater recharge, which may diminish stream base flows and lower water levels in regional lakes, ponds and wetlands;
  - (7) Contaminate drinking water supplies;
  - (8) Increase risk of property damage and personal injury; and
  - (9) Cause damage to agricultural fields and crops.
- (b) The common council also finds that effective sediment and stormwater management depends on proper planning, design and timely installation of conservation and management practices and their continuing maintenance.

(Code 1986, § 20.02; Ord. No. 0-21-06, § 1, 5-9-2006)

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

**Sec. 10-124. Purpose and intent.**

- (a) The purpose of this article is to set forth the minimum requirements for construction site erosion control and stormwater management that will diminish threats to public health, safety, public and private property and natural resources of the city.
- (b) This article is intended to regulate construction site erosion and stormwater runoff, to accomplish the following objectives:
  - (1) Promote regional stormwater management by watershed;
  - (2) Minimize sedimentation, water pollution from nutrients, heavy metals, chemical and petroleum products and other contaminants, flooding and thermal impacts to the water resources of the city;
  - (3) Promote infiltration and groundwater recharge;
  - (4) Protect functional values of natural water courses and wetlands;
  - (5) Provide a single, consistent set of performance standards that apply to all developments within the city and are consistent with the standards set forth by the county;
  - (6) Achieve an 80 percent reduction in sediment load rates to the county waters compared to no controls for all new development, a 40 percent reduction in sediment load rates compared to no controls for all redevelopment and street reconstruction and a 20 percent reduction in sediment load rates compared to no controls for existing developments;
  - (7) Ensure no increase in temperature of stormwater post-construction in order to protect cold water communities;
  - (8) Ensure no increase in the rate of surface water drainage from sites during or after construction; and
  - (9) Protect public and private property from damage resulting from runoff or erosion.

(Code 1986, § 20.03; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-125. Applicability of requirement for erosion control permits.**

Unless expressly exempted by [section 10-127](#), an erosion control permit under [section 10-129](#) shall be required and all construction site erosion control provisions of this article shall apply to any of the following activities in the city:

- (1) Land disturbing activity in excess of 4,000 square feet.
- (2) Land disturbing activity on a slope of greater than 12 percent.
- (3) Land disturbing activity that involves the excavation or filling, or a combination of excavation and filling, in excess of 400 cubic yards of material.
- (4) Land disturbing activity that disturbs more than 100 lineal feet of road ditch, grass waterway or other land area where surface drainage flows in a defined open channel; including the placement, repair or removal of any underground pipe, utility or other facility within the cross section of the channel.
- (5) Any new public or private roads or access drives longer than 125 feet.
- (6) Development that requires a subdivision plat, as defined in section 66-2.

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

- (7) Land disturbing activity that disturbs less than 4,000 square feet of land, including the installation of access drives, that the local approval authority determines to have a high risk of soil erosion or water pollution, or that may significantly impact a lake, stream or wetland area. Examples of activities with a high risk of soil erosion or water pollution may include, but are not limited to, land disturbance on erodible soil or disturbance adjacent to lakes, rivers, streams or wetlands. All such determinations made by the local approval authority shall be in writing, unless waived by the applicant.

(Code 1986, § 20.04; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-126. Applicability of requirement for stormwater control permits.**

Unless otherwise exempted by [section 10-127](#), a stormwater control permit under [section 10-129](#) shall be required and all stormwater management provisions of this article shall apply to any of the following activities within the city:

- (1) Any development after August 22, 2001, that results in the cumulative addition of 20,000 square feet of impervious surface to the site;
- (1m) Agricultural development that creates new impervious surface area exceeding 20,000 square feet of on the site;
- (2) Any development that requires a subdivision plat, as defined in the applicable local land division ordinance(s);
- (3) Any development that requires a certified survey map, as defined in the applicable local ordinance(s); for property intended for commercial or industrial use;
- (4) Redevelopment, as defined in [section 10-122](#)
- (5) Other land development activities, including, but not limited to redevelopment or alteration of existing buildings and other structures, that the local approval authority determines may significantly increase downstream runoff volumes, flooding, soil erosion, water pollution or property damage or significantly impact a lake, stream or wetland area. All such determinations shall be made in writing unless waived by the applicant.

(Code 1986, § 20.05; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-127. Exemptions and clarifications.**

- (a) The following activities are exempt from all requirements of this article:
  - (1) Any activity directly related to the planting, growing and harvesting of agricultural crops except the construction of a building or other structure.
- (b) The following activities are exempt from the construction site erosion control provisions of [section 10-125](#)
  - (1) One-family and two-family dwelling units regulated under the Wisconsin Uniform Dwelling Code. Land disturbing activities in excess of one acre, or not associated with the construction of a dwelling, are not exempt from this article.
  - (2) Projects specifically exempted from local erosion control ordinances under state or federal statute. It is the responsibility of the landowner to demonstrate such exemption with documentation acceptable to the local approval authority.
  - (3) Projects subject to an approved shoreland erosion control permit under chapter 11.

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ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

- (4) Municipal road or county highway projects not exempted under subsection [10-127\(b\)\(2\)](#) are exempt from subsection [10-131\(b\)\(3\)](#) where all the following conditions are met:
- a. The purpose of the project is only to meet current state or federal design or safety guidelines;
  - b. All activity takes place within existing public right-of-way;
  - c. All other requirements of [section 10-131](#) are met; and
  - d. The project does not include the addition of new driving lanes.
- (c) The following activities are exempt from the infiltration standards described in subsection [10-131\(b\)\(5\)](#):
- (1) Redevelopment sites.
  - (2) New development sites with less than ten percent connected imperviousness based on complete development of the post construction site, provided the cumulative area of all impervious surfaces is less than one acre.
  - (3) Agricultural facilities and practices.
  - (4) Areas where the infiltration rate of the soil is less than .6 inches/hour measured at the bottom of the proposed infiltration system where the soil layer is not easily removed or manipulated.
  - (5) Parking areas and access roads less than 5,000 square feet for commercial and industrial development.
  - (6) Roads in commercial, industrial, and institutional land uses, and arterial roads.
- (Code 1986, § 20.06; Ord. No. 0-21-06, § 1, 5-9-2006; Ord. No. 0-18-2013, § 2, 8-13-2013)

**Sec. 10-128. Preliminary review letter.**

- (a) *Purpose and intent.* A preliminary review letter provides a potential permit applicant with an initial simple evaluation of whether erosion and stormwater control standards can be met for a proposed site, lot layout and construction design. This review is intended to assist applicants in preparing general site plans and other submittals necessary to obtain an erosion control and stormwater permit. A preliminary review letter does not guarantee that an erosion or stormwater control plan will be approved or that a permit will be issued. Erosion and stormwater control plans and permit applications must meet all applicable standards and criteria for approval.
- (b) *Application procedure.*
- (1) The local approval authority may charge a fee to compensate for provision of the cost of the preliminary review letter process.
  - (2) Any person may apply for a preliminary review letter by submitting an application that contains the information required by the local approval authority.
  - (3) The local approval authority may require a preliminary review letter prior to accepting a petition for rezoning or conditional use application under applicable ordinances, or city planning staff may require a preliminary review letter prior to accepting an application for a certified survey map under applicable ordinances where the following apply:
    - a. The proposal would involve one or more acres within either the current or proposed boundaries of a commercial or industrial zoning district;

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- b. The proposed lot or rezone area configuration would necessitate driveways, access roads or other construction that would clearly require an erosion control plan and/or stormwater management plan under [section 10-125](#) and/or [10-126](#)
  - c. Natural features of the site including, but not limited to slope, soils, wetlands, or hydrology are such that, in the opinion of the city planning staff or a designated authority, substantial risk of erosion, flooding or other environmental or public safety hazard exists;
- (4) Unless expressly waived by the applicant, decisions by the local approval authority to require a preliminary review letter shall be made in writing and shall detail the reasons why the authority believes there to be a substantial risk of erosion, flooding or hazard.

(Code 1986, § 20.07; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-129. Erosion and stormwater control permits and administration.**

- (a) No activity meeting the criteria described in [section 10-125](#) or [section 10-126](#) shall occur and no building permits may be issued, until an erosion control and stormwater control permit is issued by the local approval authority.
- (b) The applicant must provide the following when requesting a permit:
  - (1) Completed application form:
    - a. The application must be signed by the landowner or include a notarized statement signed by the landowner authorizing the applicant to act as the landowner's agent and bind the landowner to the terms of this article.
    - b. If a landowner appoints an agent to submit an application pursuant to subsection (b)(1)a. of this section, the landowner shall be bound by all of the requirements of this article and the terms of any permit issued to the agent.
  - (2) Fees as required by [section 10-135](#)
  - (3) Copy of preliminary review letter, as described in [section 10-128](#), if applicable.
  - (4) If required by [section 10-125](#), an erosion control plan meeting all the standards of [section 10-130](#), or a simplified checklist as described in [section 10-130](#)
  - (5) If required by [section 10-126](#), a stormwater management plan meeting all of the standards of [section 10-131](#) and a draft maintenance agreement as described in subsection [10-131\(a\)\(9\)](#).
  - (6) Copies of permits or permit applications or approvals required by any other governmental entity.
  - (7) A proposed timetable and schedule for completion and installation of all elements of approved erosion control and stormwater management plans and a detailed schedule for completion of construction.
  - (8) An estimate of the cost of completion and installation of all elements of the approved erosion control and stormwater management plans.
  - (9) Evidence of financial responsibility to complete the work proposed in the plan. The local approval authority may require a financial security instrument sufficient to guarantee completion of the project.
- (c) *Approval process.*
  - (1) The local approval authority shall verify that the permit application is complete under subsection (b) of this section. The local approval authority or applicant shall forward the plan to the plan

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review agency for review and approval. The plan review staff shall review the plan for compliance with the standards identified in sections [10-130](#) and [10-131](#)

- (2) The plan review staff shall either approve the submitted plan or notify the local approval authority of any deficiencies. Staff engaged in this review and approval process shall be certified where appropriate by the Wisconsin Department of Commerce for this purpose.
- (3) The local approval authority shall notify the applicant in writing of any deficiency in the proposed plan and the applicant shall be given an opportunity to correct any deficiency.
- (4) Where installed stormwater practices will be privately-owned, an affidavit which describes the property by legal description, notifying future prospective purchasers of the existence of a stormwater permit issued under this article and applicable plan, timetables and potential liability imposed by subsection (h)(3) of this section for failure to bring the property into compliance with this article after notification, shall be recorded with the Dane County register of deeds prior to issuance of an erosion and stormwater control permit. Such information shall also be noted on every plat and certified survey map.
- (5) Upon approval of the plan review agency, the erosion control or stormwater management permit shall be issued by the local approval authority after the applicant has met all other requirements of this article.

(d) *Permit conditions.*

- (1) The plan shall be implemented prior to the start of any land disturbing activity and shall be maintained over the duration of the project. Stormwater components of the plan shall be maintained in perpetuity.
- (2) The permittee is responsible for successful completion of the erosion control plan and the stormwater management plan. The permittee shall be liable for all costs incurred, including environmental restoration costs, resulting from noncompliance with an approved plan.
- (3) Application for a permit shall constitute express permission by the permittee and landowner for the local approval authority to enter the property for purposes of inspection under subsection (e) of this section or curative action under subsection (h)(3) of this section. The application form shall contain a prominent provision advising the applicant and landowner of this requirement.
- (4) All incidental mud-tracking off-site onto adjacent public thoroughfares shall be cleaned up and removed by the end of each working day using proper disposal methods.
- (5) A copy of the approved permit and erosion control plan shall be kept on the project site, in a place readily accessible to contractors, engineers, local approval authority, inspection staff and other authorized personnel.

(e) *Inspections.*

- (1) Application for a permit under this article shall constitute permission by the applicant and landowner for the local approval authority to enter upon the property and inspect during the construction phase prior to the inspections pursuant to subsections (e)(4) and (e)(6) of this section, as necessary to confirm compliance with the requirements of this article.
- (2) As part of the plan approval process, the local approval authority shall determine the minimum number of inspections required to ensure compliance. The site of any regulated land disturbing activity shall be inspected once every 30 days, or more frequently as determined by the local approval authority during the construction phase with assistance from the plan review agency staff.
- (3) The permittee shall notify the local approval authority within ten days after installation of all practices in an approved erosion control plan and achievement of soil stabilization. The

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permittee shall inspect the site weekly, and prior to every forecasted rain fall of one-half inch or greater.

- (4) The local approval authority shall inspect the property to verify compliance with the erosion control plan within ten days of notification of soil stabilization.
  - (5) Within ten days after installation of all practices in an approved stormwater management plan, the permittee shall notify the local approval authority and submit drawings documenting construction. The person who designed the stormwater management plan for the permittee shall submit as-built certification to ensure that constructed stormwater management practices and conveyance systems comply with the specifications included in the approved plans. At minimum, as-built certification shall include a set of drawings comparing the approved stormwater management plan with what was constructed. Other information shall be submitted as required by the local approval authority.
  - (6) The local approval authority shall inspect the property to verify compliance within ten days of notification.
  - (7) Maintenance is the responsibility of the owner and facilities are subject to inspection and orders for repairs.
- (f) *Permit transfers.*
- (1) When a permittee and landowner act to transfer an interest in property subject to an approved plan prior to completion of the proposed steps to attain soil stabilization, the permittee must secure approval from the local approval authority.
  - (2) When a permittee and landowner transfer ownership, possession or control of real estate subject to either or both an uncompleted erosion control and a stormwater management plan, the successor in interest to any portion of the real estate shall be responsible to control soil erosion and runoff and shall comply with the minimum standards provided in this article.
  - (3) When ownership, possession or control of property subject to an uncompleted erosion control or stormwater management plan, or both, is transferred, the former owner (seller) shall notify the new owner (buyer) as to the current status of compliance with notice to the authority and provide a copy of the erosion control plan or stormwater management plan, or both.
  - (4) Transfers of interest in real estate subject to an approved, uncompleted plan may be conducted consistent with this article under any of the following arrangements:
    - a. The transferee shall file a new, approved erosion control or stormwater management plan, or both, with the authority.
    - b. The transferee shall obtain an approved assignment from the authority as subpermittee to complete that portion of the approved plan regulating soil erosion and runoff on the transferee's property.
    - c. The permittee shall provide the authority with a duly completed and executed continuing surety bond or certified check in an amount sufficient to complete the work proposed in the approved plan; at the time of transfer, the permittee may seek to reduce the surety bond or certified check to the appropriate amount to complete remaining work. If the transferor enters into escrow agreements with transferees to complete an approved plan, these funds shall be available to the authority to attain plan compliance. When an approved erosion control plan and, if required, a stormwater management plan is or are not completed as proposed, the authority may use the surety bond to complete remaining work to achieve plan compliance.
- (g) *Plan or permit amendments.* Any proposed modifications to approved plans, construction schedules or alterations to accepted sequencing of land disturbing site activities shall be approved by the local

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approval authority in consultation with the plan review agency prior to implementation of such changes. One permit revision is allowed at no charge. The second and subsequent revisions, to a maximum of five revisions, cost \$50.00 each.

(h) *Violations and enforcement:*

(1) Stop work order.

- a. Whenever the local approval authority finds any noncompliance with the provisions of this article, the local approval authority shall attempt to communicate with the owner or person performing the work to obtain immediate and voluntary compliance if such person is readily available. If the owner or person performing the work is not readily available, that person refuses to voluntarily comply immediately or the noncompliance presents an immediate danger or will cause or threatens to cause bodily injury or damage to off-site property including, but not limited to off-site runoff, the local approval authority shall post in a conspicuous place on the premises, a stop work order which shall cause all activity not necessary to correct the noncompliance to cease until noncompliance is corrected.
- b. The stop work order shall provide the following information:
  1. Date of issuance;
  2. Reason for posting;
  3. The signature of the inspector posting the card; and
  4. The address or legal description of the property.
- c. It shall be a violation of this article for the unauthorized removal of the stop work order from the premises.

(2) In addition to posting a stop work order, the local approval authority shall provide notification to the owner or contractor by personal service, written notice by certified mail, electronic mail or facsimile transmission.

- a. The permittee, landowner and contractor shall have 24 hours from the time and date of notification by the local approval authority to correct any noncompliance with the plan when notification is by either personal communication of noncompliance to the owner or contractor or their respective agents or written notice sent by certified mail to the owner or the contractor.
- b. If notice is not provided under subsection (h)(2)a of this section, the permittee and landowner shall have 72 hours to correct any noncompliance with the plan when notification is by posting notice in a conspicuous place on the site or sending notice by facsimile transmission to the owner or contractor.

(3) If any noncompliance is not corrected within the time periods specified in subsection (h)(2)a or (h)(2)b of this section, the permittee and landowner authorize the local approval authority to take any action, to perform any work or commence any operations necessary to correct conditions upon the subject property where notice of noncompliance has been issued to bring the property into conformance with plan requirements. The permittee and landowner further consent to reimburse the authority for the total costs and expenses of such actions and such reimbursement may be collected as a special charge upon the property for current services rendered as provided by law.

(4) If the permittee has filed an appeal under subsection [10-134\(a\)\(1\)](#) prior to the expiration of the time for compliance under subsection (h)(2) of this section, the local approval authority may take action, perform work or correct conditions only to the extent necessary to protect against or

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correct an imminent hazard or a condition that will cause or threatens to cause personal injury or damage to off-site property.

(i) *Penalties.*

- (1) Any person, firm, company or corporation, owner, occupant or other user of the premises who violates, or refuses to comply with, or resists the enforcement of, any of the provisions of this article shall be subject to a forfeiture of not less than \$200.00 nor more than \$1,000.00 and costs of prosecution. Each day that a violation exists shall constitute a separate offense, and such violations shall be prosecuted in municipal court.
- (2) Any person who has the ability to pay any forfeiture entered against him under this article, but refuses to do so may be confined in the county jail until such forfeiture is paid, but in no event to exceed 30 days. In determining whether an individual has the ability to pay a forfeiture, all items of income and all assets may be considered regardless of whether or not such income or assets are subject to garnishment, lien or attachment by creditors.

(j) *Timeframe and expiration.*

- (1) Erosion control plan timetables and construction schedules must begin within one year of the date of the application for permit is submitted.
- (2) All applications for permit shall expire:
  - a. One year from the date the applicant is notified of an application deficiency, if the applicant has not submitted additional information to adequately address the deficiency within one year; or
  - b. Three years from the date of application.
- (3) Erosion control permits shall expire:
  - a. Upon the stabilization date included in the approval plan and included in the analysis provided to meet the requirements of ten.
  - b. A maximum of three years after the permit is issued.

(Code 1986, § 20.08; Ord. No. 0-21-06, § 1, 5-9-2006; Ord. No. 0-18-2013, § 3, 8-13-2013)

**Sec. 10-130. Erosion control plan requirements.**

- (a) *Plan materials.* Erosion control plans required under [section 10-125](#) may include consideration of adjoining landowners' cooperative efforts to control transport of sediment and, except as specifically exempted in this section, shall include at a minimum the following information:
  - (1) Property lines, lot dimensions, and limits of disturbed area;
  - (2) Limits of impervious area including buildings. Include all public and private roads, interior roads, driveways, parking lots, and indicate type of paving and surfacing material;
  - (3) All natural and artificial water features including, but not limited to lakes, ponds, streams, (including intermittent streams), and ditches; and areas of natural woodland or prairie. The plan must show ordinary high-water marks of all navigable waters, 100-year flood elevations and delineated wetland boundaries. A certified flood zone determination and/or wetland delineation may be required at the applicant's expense;
  - (4) Cross sections of and profiles of channels, swales, and road ditches;
  - (5) Culvert sizes;

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- (6) Direction of flow of runoff;
  - (7) Watershed size for each drainage area;
  - (8) Design discharge for ditches and structural measures;
  - (9) Runoff velocities;
  - (10) Fertilizer and seeding rates and recommendations;
  - (11) Time schedules for stabilization of ditches and slopes;
  - (12) Description of methods by which sites are to be developed and a detailed land disturbance schedule including time schedules for stabilization of ditches and slopes;
  - (13) Provision for sequential steps mitigating erosive effect of land disturbing activities to be followed in appropriate order and in a manner consistent with accepted erosion control methodology suitable to proposed sites and amenable to prompt revegetation, including runoff calculations as appropriate;
  - (14) Provisions to prevent mud-tracking off-site onto public thoroughfares during the construction period;
  - (15) Provisions to disconnect impervious surfaces, where feasible;
  - (16) Provisions to prevent sediment delivery to, and accumulation in, any proposed or existing stormwater conveyance system;
  - (17) Copies of permits or permit applications required by any other unit of government or agency;
  - (18) Existing and proposed elevations (referenced to the National Geodetic Vertical Datum of 1929) and existing and proposed contours in the area, where deemed necessary; [and]
  - (19) Any other information necessary to reasonably determine the location, nature and condition of any physical or environmental features of the site.
- (b) *Simplified plan checklists.* Applicants may submit erosion control proposals using simplified checklists of standard erosion control practices, on a standard form approved by the local approval authority, wherever all of the following conditions exist:
- (1) The site does not exceed 20,000 square feet in area; and
  - (2) The slope of the land does not exceed six percent.
- (c) *Review of simplified plan checklists.* Simplified plan checklists shall be reviewed by the local approval authority for completeness and accuracy.
- (d) *Erosion control performance standards.*
- (1) Proposed design, suggested location and phased implementation of effective, practicable erosion control measures for plans shall be designed, engineered and implemented to achieve the following results:
    - a. Prevent gully and bank erosion;
    - b. Limit total off-site permissible annual aggregate soil loss for exposed areas resulting from sheet and rill erosion to an annual, cumulative soil loss rate not to exceed 7.5 tons per acre annually; and
    - c. Discharges from new construction sites must have a stable outlet capable of carrying designed flow as required in subsection [10-131\(b\)\(3\)](#), at a non-erosive velocity. Outlet design must consider flow capacity and flow duration. This requirement applies to both the site outlet and the ultimate outlet to stormwater conveyance or waterbody.

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- (2) Plan compliance under subsection (d)(1) of this section shall be determined using the U.S. Natural Resources Conservation Service Technical Guide or another commonly accepted soil erosion methodology approved by the county conservationist, that considers season of year, site characteristics, soil erodibility and slope.
- (3) Erosion control measures for plan approval need not attempt to regulate soil transportation within the boundaries of the applicant's site.

(Code 1986, § 20.09; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-131. Stormwater management plan requirements.**

- (a) *Plan materials.* Stormwater management plans shall satisfy all of the requirements in subsection (b) of this section, and shall address at a minimum the following information:
  - (1) A narrative describing the proposed project, including an implementation schedule for planned practices;
  - (2) Identification of the entity responsible for long-term maintenance of the project;
  - (3) A map showing drainage areas for each watershed area;
  - (4) A summary of runoff peak flow rate calculations, by watershed area, including:
    - a. Pre-existing peak flow rates;
    - b. Post-construction peak flow rates with no detention;
    - c. Post-construction peak flow rates with detention;
    - d. Assumed runoff curve numbers (RCNs); and
    - e. Time of concentration (T<sub>c</sub>) used in calculations;
  - (5) A complete site plan and specifications, signed by the person who designed the plan. All plans shall be drawn to an easily legible scale, shall be clearly labeled and shall include, at a minimum, all of the following information:
    - a. Property lines and lot dimensions, including all existing and proposed buildings and setbacks;
    - b. All public and private roads, interior roads, driveways and parking lots. Show traffic patterns and type of paving and surfacing material;
    - c. All natural and artificial water features, including but not limited to lakes, ponds, streams (including intermittent streams), and ditches. Show ordinary high-water marks of all navigable waters, 100-year flood elevations and delineated wetland boundaries, if any. If not available, appropriate flood zone determination or wetland delineation, or both, may be required at the applicant's expense;
    - d. Depth to bedrock;
    - e. Depth to seasonal high water table;
    - f. The extent and location of all soil types as described in the Dane County Soil Survey, slopes exceeding 12 percent, and areas of natural woodland or prairie;
    - g. Existing and proposed elevations (referenced to the North American Vertical Datum of 1988, where available) and existing and proposed contours in the area requiring a grading and filling permit;

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- h. Elevations, sections, profiles and details as needed to describe all natural and artificial features of the project;
  - i. Soil erosion control and overland runoff control measures, including runoff calculations as appropriate;
  - j. Detailed construction schedule;
  - k. Copies of permits or permit applications required by any other governmental entities or agencies;
  - l. Any other information necessary to reasonably determine the location, nature and condition of any physical or environmental features;
  - m. Location of all stormwater management practices;
  - n. All existing and proposed drainage features;
  - o. The location and area of all proposed impervious surfaces; and
  - p. The limits and area of the disturbed area.
- (6) Engineered designs for all structural management practices;
- (7) A description of methods to control oil and grease or written justification for not providing such control;
- (8) If required under subsection (b)(6) of this section, a description and plans to control temperature of runoff;
- (9) A maintenance plan and schedule for all permanent stormwater management practices as recorded on the affidavit required in subsection [10-129\(c\)\(4\)](#);
- (10) A summary of infiltration calculations including:
- a. Pre-developed infiltration volume;
  - b. Calculated infiltration volume goal;
  - c. Achieved post development infiltration volume.
- (b) *Stormwater management performance standards.* Proposed design, suggested location and phased implementation of effective, practicable stormwater management measures for plans shall be designed, engineered and implemented to achieve the following results:
- (1) *Sediment control.*
- a. For new development, design practices to retain soil particles greater than five microns on the site (80 percent reduction) resulting from a one-year 24-hour storm event (2.5 inches over a 24-hour duration), according to approved procedures and assuming no sediment resuspension;
  - b. For redevelopment resulting in exposed surface parking lots and associated traffic areas, design practices to retain soil particles greater than 20 microns on the entire site (40 percent reduction) resulting from a one-year 24-hour storm event, according to approved procedures and assuming no sediment resuspension. Under no circumstances shall the site's existing sediment control level or trapping efficiency be reduced as a result of the redevelopment.
- (2) *Oil and grease control.* For all stormwater plans for commercial or industrial developments and all other uses where the potential for pollution by oil or grease, or both, exists, the first 0.5 inch of runoff will be treated using the best oil and grease removal technology available. This

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requirement may be waived by the plan reviewer only when the applicant can demonstrate that installation of such practices is not necessary.

(3) *Runoff rate control.*

- a. The maximum runoff curve number (RCN) used in such calculations shall be those shown in Table 1:

Table 1. Maximum Pre-development Runoff Curve Numbers				
Runoff Curve Number	Hydrologic Soil Group*			
	A	B	C	D
Woodland	<u>30</u>	55	<u>70</u>	77
Grassland	39	61	71	<u>78</u>
Cropland	51	68	<u>78</u>	83

\*When dual HSG are specified, the drained condition shall be assumed

- b. *Runoff rate control—design standards.* Except for redevelopment projects, all stormwater facilities shall be designed, installed and maintained to effectively accomplish the following:
1. Maintain predevelopment peak runoff rates for the one-year, 24-hour storm event (2.5 inches over 24-hour duration).
  2. Maintain predevelopment peak runoff rates for the two-year 24-hour storm event (2.9 inches over 24-hour duration).
  3. Maintain predevelopment peak runoff rates for the ten-year 24-hour storm event (4.2 inches over 24-hour duration).
  4. Safely pass the 100-year 24-hour storm event (6.0 inches over 24 hours' duration).
- (4) *Outlets.* Discharges from new construction sites must have a stable outlet capable of carrying designed flow as required in subsection (b)(3)b of this section, at a nonerosive velocity. Outlet design must consider flow capacity and flow duration. This requirement applies to both the site outlet and the ultimate outlet to stormwater conveyance or waterbody.
- (5) *Infiltration.*
- a. For both residential and nonresidential developments, design practices to infiltrate sufficient runoff volume so that post-development infiltration volume shall be at least 90 percent of the pre-development infiltration volume, based upon average annual rainfall.

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- b. The maximum runoff curve number (RCN) used in such calculations shall be those specified in subsection (b)(3)a Table 1.
- c. If, when designing appropriate infiltration systems, more than two percent of the site is required to be used as effective infiltration area, the applicant may alternately design infiltration systems and pervious surfaces to meet or exceed the annual pre-development recharge rate. The annual pre-development recharge rate shall be determined from the Wisconsin Geological and Natural History Survey's 2009 report, *Groundwater Recharge in Dane County, Estimated by a GIS-Based Water-Balanced Model* or subsequent updates to this report, or by a site specific analysis using other appropriate techniques. If this alternative design approach is taken, at least two percent of the site must be used for infiltration.
- d. *Pre-treatment.* Before infiltrating runoff, pre-treatment shall be required for parking lot runoff and for runoff from new road construction in commercial, industrial, and institutional areas that will enter an infiltration system. The pretreatment shall be designed to protect the infiltration system from clogging prior to scheduled maintenance and to protect groundwater quality.
- e. *Prohibitions.* Notwithstanding subparagraphs a. through c., infiltration systems may not be installed in any of the following areas:
  - 1. Areas associated with tier 1 industrial facilities identified in section NR 216.21(2)(a), Wis. Admin. Code, including storage, loading, rooftop and parking.
  - 2. Storage and loading areas of tier 2 industrial facilities identified in section NR 216.21(2)(b), Wis. Admin. Code.
  - 3. Fueling and vehicle maintenance areas.
  - 4. Areas within 1,000 feet up gradient or within 100 feet down gradient of direct conduits to groundwater.
  - 5. Separation distances. Infiltration practices shall be located so that the characteristics of the soil and the separation distance between the bottom of the infiltration system and the elevation of seasonal high groundwater or the top of bedrock are in accordance with Table 2:

Table 2. Separation Distances and Soil Characteristics		
Source Area	Separation Distance	Soil Characteristics
Industrial, Commercial, Institutional Parking Lots and Roads	5 Feet or More	Filtering Layer
Residential Arterial Roads	5 Feet or More	Filtering Layer
Roofs Draining to Subsurface Infiltration Practices	1 Foot or More	Native or Engineered Soil with Particles Finer than Coarse Sand

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Roofs Draining to Surface Infiltration Practices	Not Applicable	
All Other Impervious Source Areas	3 Feet or More	Filtering Layer

- 6. Areas with runoff from industrial, commercial and institutional parking lots, roads and residential arterial roads with less than five feet separation distance from the bottom of the infiltration system to the elevation of seasonal high groundwater or the top of bedrock.
  - 7. Areas within 400 feet of a community water system well as specified in section NR 811.16(4), Wis. Admin. Code, for runoff infiltrated from commercial, industrial and institutional land uses or regional devices for residential development.
  - 8. Areas where contaminants of concern, as defined in section NR 720.03(2), Wis. Admin. Code, are present in the soil through which infiltration will occur.
  - f. *Alternate use of runoff.* Where alternate uses of runoff are employed, such as for toilet flushing, laundry or irrigation, such alternate use shall be given equal credit toward the infiltration volume required by this section.
  - g. *Minimizing groundwater pollution.* According to ch. NR 151, Wis. Admin. Code, infiltration systems designed in accordance with this section shall, to the extent technically and economically feasible, minimize the level of pollutants infiltrating to groundwater and shall maintain compliance with the preventive action limit at a point of standards application in accordance with ch. NR 140, Wis. Admin. Code. However, if site-specific information indicates that compliance with the preventive action limit is not achievable, the infiltration system may not be installed or shall be modified to prevent infiltration to the maximum extent practicable.
- (6) *Thermal control.* The stormwater management plan shall include provisions and practices to reduce the temperature of runoff for sites located within the watershed of a river or stream identified by the Wisconsin Department of Natural Resources as:
- a. A cold water community as identified through NR 102.04(3)(a), NR104, Wis. Admin. Code, and Class I, Class II, and Class III trout streams identified in "Wisconsin Trout Streams," DNR publication PUB-FH-806-2002 or its successor.
  - b. Rivers or streams proposed by the Wisconsin state department of natural resources as cold water communities and Class I, II, and III trout streams.
- (7) *Thermal control continued.* The stormwater management plan does not have to meet the requirement in subsection (b)(6) of this section if the applicant can justify by use of a model approved by the Dane County conservationist that practices are not necessary because the temperature increase of runoff from the site post-development will be zero.
- (8) *Thermal control continued.* A current list and maps of affected watersheds shall be available for reference at the office of the local approval authority and/or the plan review agency.
- (c) *Stormwater management goals.* The following standards shall be met whenever possible, and proposed design, suggested location and implementation of practices to meet these goals shall be included in plans:

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- (1) For existing development, design practices to retain soil particles greater than 40 microns on the site (20 percent reduction) resulting from a one-year 24-hour storm event, according to approved procedures, and assuming no sediment resuspension.
- (2) For street reconstruction, design practices to retain soil particles greater than 20 microns on the site (40 percent reduction) resulting from a one-year 24-hour storm event, according to approved procedures, and assuming no sediment resuspension.

(Code 1986, § 20.10; Ord. No. 0-21-06, § 1, 5-9-2006; Ord. No. 0-01-07, § 1, 1-9-2007; Ord. No. 0-18-2013, § 4, 8-13-2013)

**Sec. 10-132. Off-site stormwater management.**

Off-site stormwater management is allowed, provided that provisions are made to manage stormwater by an off-site facility, and provided that all of the following conditions for the off-site facility are met:

- (1) The facility is in place;
- (2) The facility is designed and adequately sized to provide a level of stormwater control that at least meets the requirement standards of this article; and
- (3) The local approval authority is satisfied that the facility has a legally obligated entity responsible for its long-term operation and maintenance.

(Code 1986, § 20.11; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-133. Technical standards and specifications.**

The design of all best management practices designed to meet the requirements of this article shall comply with the following technical standards:

- (1) Natural Resources Conservation Service's "Wisconsin Field Office Technical Guide, Chapter 4" or its successor.
- (2) Applicable construction or erosion control standards by the Wisconsin Department of Natural Resources;
- (3) Any other technical methodology approved by the Dane County conservationist.

(Code 1986, § 20.12; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-134. Appeals and variances.**

(a) *Appeals.*

- (1) Any person aggrieved by any decision of the local approval authority pursuant to this article may appeal to the public works committee. Such appeal shall be taken within 30 days after the challenged decision. Notice of appeal setting forth the specific grounds for the appeal shall be filed with the local approval authority and the city clerk. The zoning administrator shall provide to the public works committee the record upon which the action appealed from was taken.
- (2) The public works committee shall fix a reasonable time for the hearing of the appeal and publish a class 2 notice thereof under Wis. Stats. ch. 985, as well as give due notice to the parties in interest, and decide the appeal within a reasonable time. Upon the hearing, any party may appear in person or by agent or attorney.

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

- (3) The public works committee may, in conformity with the provisions of this article, reverse or affirm, wholly or partly, or modify the order, requirement, decision or determination appealed from and may make such order, requirement, decision or determination as ought to be made and shall have all the powers of the officer from whom the appeal is taken.
- (4) The concurring vote of a majority of the public works committee shall be necessary to reverse the decision of the local approval authority.

(b) *Variances.*

- (1) An applicant may include in the application a request for a variance from the requirements of [section 10-130](#) or [section 10-131](#). No variance shall be granted unless the applicant demonstrates and the local approval authority, after consultation with the Dane County conservationist, finds that all of the following conditions are present:
  - a. Enforcement of the standards set forth in this article will result in unnecessary hardship to the landowner;
  - b. The hardship is due to exceptional physical conditions unique to the property;
  - c. Granting the variance will not adversely affect the public health, safety or welfare, nor be contrary to the spirit, purpose and intent of this article;
  - d. The project will have no impact upon any of the stated purposes as set forth in [section 10-123](#)
  - e. The applicant has proposed an alternative to the requirement from which the variance is sought that will provide equivalent protection of the public health, safety and welfare, the environment and public and private property;
  - f. The net cumulative effect of the variance will not impact downstream conditions; and
  - g. Existing regional facilities are shown to meet the performance standards of this article.
- (2) If all of the conditions set forth in subsection (b)(1) of this section are met, a variance may only be granted to the minimum extent necessary to afford relief from the unnecessary hardship, with primary consideration to water quality and impact downstream conditions.
- (3) A variance from the provisions of subsections [10-131\(b\)\(1\)](#), (b)(2) and (b)(6) may only be granted if:
  - a. The applicant has met the requirements of subsection (b)(1) of this section; and
  - b. The applicant will be denied all reasonable and beneficial use of the property if the variance is denied.
- (4) A person aggrieved by a variance determination by the local approval authority may appeal the decision to the public works committee pursuant to subsection (a) of this section.
- (5) A person aggrieved by a decision of the public works committee regarding a variance may appeal that decision to the board of appeals.

(Code 1986, § 20.13; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-135. Permit fees.**

- (a) The erosion control and stormwater management permit fee shall be \$200.00.
- (b) The fee for a preliminary review letter shall be \$200.00. If a preliminary approval letter has been obtained, the erosion control and stormwater management base fee shall be waived.

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- (c) For sites required to obtain an erosion control permit under [section 10-125](#), there shall be an additional fee of \$0.004 per square foot of disturbed area.
- (d) For sites required to obtain a stormwater control permit under [section 10-126](#), there shall be an additional fee of \$0.005 per square foot of impervious area and \$0.0025 per square foot of redeveloped impervious area.
- (e) The common council authorizes city administrative staff to modify the permit and fee amounts listed in this erosion control and stormwater management ordinance on January 1 of each year following the adoption of this article, based upon the CPI-U for the Midwest Region, size "d" as prepared by the Federal Department of Labor, so long as the cumulative interim percentage of inflation warrants an increase of \$5.00 or more on a round dollar amount and an increase to the next whole cent on amounts expressed in hundredths of a dollar. These amounts may also be modified by future council action.
- (f) *Late filing fee.* When an applicant or landowner begins work requiring a permit before obtaining the permit or appropriate approvals, the fees shall be doubled.

(Code 1986, § 20.14; Ord. No. 0-21-06, § 1, 5-9-2006)

**Sec. 10-136. Prohibited stormwater discharge and connection.**

- (a) *Purpose:* The purpose of this section is to provide for the health, safety, and general welfare of the citizens of the city and to protect waters of the state through the regulation of illicit discharges to the municipal separate storm sewer system as required by federal and state law. This section establishes methods for controlling the discharge of pollutants into the municipal separate storm sewer system owned or operated by the city in order to comply with the requirements of the Clean Water Act, Chapter 283.33, Wis. Stats., and the Wisconsin Pollutant Discharge Elimination System municipal storm water discharge permit program under Chapter NR 216, Wis. Adm. Code.

The objectives of this section are:

- (1) To regulate the contribution of pollutants to the municipal separate storm sewer system associated with discharges from any user of the municipal storm sewer system.
- (2) To prohibit illicit connections and discharges to the municipal separate storm sewer system.
- (3) To establish legal authority to carry out all inspection, surveillance and monitoring procedures necessary to ensure compliance with this section.

- (b) *Definitions:* For the purposes of this section, the following definitions are applicable:

*Authorized agency* means employees or designees of the director or directors of the municipal agency or agencies of the city designated to administer or enforce this section.

*Illicit connection* means any drain or conveyance, whether on the surface or subsurface, which allows the discharge of sanitary waste to the municipal separate storm sewer and any connections to the municipal separate storm sewer system from indoor drains and sinks.

*Illicit discharge* means any discharge to the municipal separate storm sewer system that is not composed entirely of storm water except discharges with a Wisconsin Pollutant Discharge Elimination System permit or other discharges allowed locally.

*Municipal separate storm sewer or MS4* means a conveyance or system of conveyances, including roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, constructed channels or storm drains, which meets the following criteria:

- a. Owned or operated by the City of Stoughton.

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

- b. Designed or used for collecting or conveying stormwater.
- c. Which is not a combined sewer conveying both sanitary wastewater and stormwater.
- d. Which is not part of a publicly owned wastewater treatment works that provides secondary or more stringent treatment.

*Non-stormwater discharge* means any discharge to the municipal separate storm sewer system that is not composed entirely of stormwater.

*Stormwater* means surface runoff and drainage of rainfall and snow or ice melt.

*Waters of the state* means those portions of Lake Michigan and Lake Superior within the boundaries of Wisconsin, all lakes, bays, rivers, streams, springs, ponds, wells, impounding reservoirs, marshes, water courses, drainage systems and other surface water or groundwater, natural or artificial, public or private, within the state or under its jurisdiction, except those waters which are entirely confined and retained completely upon the property of a person.

- (c) *Applicability and enforcement:* This section shall apply to all discharges to the MS4 and to all activities that can reasonably be expected to result in a discharge to the MS4. The city shall administer, implement, and enforce the provisions of this section. Any powers granted or duties imposed upon the authorized agency may be delegated in writing by the mayor to persons or entities acting in the beneficial interest of or in the employ of the city.
- (d) *Minimum standards:* The standards set forth herein and promulgated pursuant to this section are minimum standards; therefore, this section does not intend nor imply that compliance by any person will ensure that there will be no contamination, or pollution, nor unauthorized discharges.
- (e) *Discharge prohibitions:*
  - (1) *Prohibition of illicit discharges.* No person shall discharge or cause to be discharged into the MS4 or waters of the state located within the city any materials, including, but not limited to pollutants or waters containing any pollutants that cause or contribute to a violation of applicable water quality standards, other than stormwater. The commencement, conduct or continuance of any illicit discharge to the MS4 is prohibited. The following non-stormwater discharges or flows are generally not considered illicit discharges if done in a non-polluting manner: water line flushing, landscape irrigation, diverted stream flows, uncontaminated groundwater infiltration, uncontaminated pumped groundwater, discharges from potable water sources, foundation drains, air conditioning condensation, irrigation water, lawn watering, individual residential car washing, flows from riparian habitats and wetlands, dechlorinated swimming pool water, street wash water and fire fighting.
  - (2) *Prohibition of illicit connections.*
    - a. The construction, use maintenance or continued existence of illicit connections to the MS4 is prohibited.
    - b. This prohibition expressly includes, without limitation, the continued use of illicit connections made prior to the adoption of this section, regardless of whether the connection was permissible under law or practices applicable or prevailing at the time of connection.
    - c. A person is considered to be in violation of this section if the person connects a line conveying sanitary waste to the MS4, or allows such a connection to continue.
- (f) *Monitoring of discharges and access to facilities:* The authorized agency shall be permitted to enter and inspect private or public facilities, subject to regulation under this section, as often as may be necessary to determine compliance with this section. If a discharger has security measures in force

ARTICLE IV. EROSION CONTROL AND STORMWATER MANAGEMENT

which require proper identification and clearance before entry into its premises, the discharger shall make the necessary arrangements to allow access to representatives of the authorized agency.

- (g) *Notification of spills:* Notwithstanding other requirements of law, as soon as any person responsible for a facility or operation, or responsible for emergency response for a facility or operation, has information of any known or suspected release of materials which are resulting or may result in illicit discharges or pollutants discharging into stormwater, the MS4, or water of the state, said person shall take all necessary steps to ensure the discovery, containment and cleanup of such release. In the event of such a release that includes hazardous materials, said person shall immediately notify emergency response agencies of the occurrence via emergency dispatch services. In the event of a release including only non-hazardous materials, said person shall notify the authorized agency in person or by phone or facsimile no later than the next business day. Notifications in person or by phone shall be confirmed by written notice addressed and mailed to the authorized agency within three business days of the phone notice.
- (h) *Enforcement:* It shall be unlawful for any person to violate any provision of this section. Any person who fails to comply with the provisions of this section shall forfeit no less than \$100.00 nor more than \$500.00 and also pay fees and disbursements incurred in the prosecution of such violations. Each and every day during which a violation continues shall constitute a separate offense. The city may also institute appropriate action or proceedings to enjoin violations of this section.
- (i) *Severability:* The provisions of this section are hereby declared to be severable. If any provision, clause, sentence, or paragraph of this section or the application thereof to any person, establishment, or circumstances shall be held invalid, such invalidity shall not affect the other provisions or application of this section.

(Ord. No. 0-23-08, § 1, 10-14-2008)

**Secs. 10-137—10-160. Reserved.**

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 **Chapter 58 - PUBLIC NUISANCES**

-  Sec. 58-1. - Public nuisances prohibited.
-  Sec. 58-2. - Public nuisance defined.
-  Sec. 58-3. - Penalty.
-  Sec. 58-4. - Open cisterns, wells, basements or other dangerous excavations prohibited.
-  Sec. 58-5. - Abandoned or unattended iceboxes, etc., prohibited.
-  Sec. 58-6. - Abatement of public nuisances.
-  Sec. 58-7. - Cost of abatement.
-  Sec. 58-8. - Public nuisances affecting health.
-  Sec. 58-9. - Public nuisances offending morals and decency.
-  Sec. 58-10. - Public nuisances affecting peace and safety.

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# MAMSWAP 2013 I&E WORK PLAN

The Madison Area Municipal Storm Water Partnership (MAMSWaP), under the auspices of a five-year MOU through 2013, currently consists of 22 entities that have agreed to jointly implement storm water outreach to reduce negative storm water impacts. Members include cities of Fitchburg, Madison, Monona, Middleton, Stoughton, Sun Prairie and Verona; the villages of Cottage Grove, DeForest, Maple Bluff, McFarland, Shorewood Hills and Waunakee; and the towns of Burke, Blooming Grove, Dunkirk, Madison, Middleton, Westport and Windsor; Dane County and the University of Wisconsin–Madison. The MAMSWaP I&E Committee assists the Dane County Storm Water Education Coordinator (SWEC) with review of the annual I&E work plan. Regular participation on the I&E Committee has included representatives from the cities of Fitchburg, Madison, and Stoughton. Representation from other municipalities, especially villages and townships on the I&E Committee is strongly encouraged.

*The Trends in Storm Water-Related Perceptions, Knowledge and Practices Plus Implications For Education Outreach, A Study Based on 2009 and 2003 Survey Data From Select Dane County Communities Final Report (Final Report)*, was conducted in 2009, and was based on the 2003 survey in order to compare responses and analyze implementation of the 2003 plan. The *Final Report* was then used to develop appropriate outreach activities for the 2009-2013 outreach plan. Annual work plans are also developed with this data in mind. The entire report can be found at [http://danedocs.countyofdane.com/webdocs/pdf/lwrtd/lakes/storm\\_water\\_trends.pdf](http://danedocs.countyofdane.com/webdocs/pdf/lwrtd/lakes/storm_water_trends.pdf).

The *Final Report* reminds us that there are many factors contributing to changes in the public's attitudes and behaviors associated with mitigating the negative effects of storm water runoff and that findings cannot be linked to the actions of any one person, group or program as they were not studied. However, practices associated with composting leaves and keeping leaves out of the streets increased by approximately 10% from 2003 to 2009. Further refinements to the Love Your Lakes, Don't Leaf Them program appear to have increased participation between 2009 and 2011. While data might suggest increasing reluctance to install rain gardens, the 2009 survey showed that 64% were willing to install or wanting more information on rain gardens. Not reflected in the 2009 *Final Report* is that the Plant Dane! program participation has remained quite stable and workshop attendance has increased from 2009 to 2011.

Not surprisingly, survey data suggested that target audiences were not actively searching for information about storm water issues and practices. Rather, they were more likely to notice relevant information as news and/or articles in local print newspapers. While few appear to use the myfairlakes.com website as a place to learn about storm water impacts, analytical data show spikes in website use during the Plant Dane! and Love Your Lakes, Don't Leaf Them campaigns. Informal education venues, such as events set up by individual municipalities, appear to be effective, including workshops or demonstrations. Increased publicity of local governments efforts to improve water quality also appear to be effective.

While data showed low usage of myfairlakes.com, reasons for underutilization of the site are not well understood and were not examined. After the 2009 survey was completed, the website was redesigned to be more attractive and user friendly. Since links from external sites increase rankings on search engines, it is vitally important that member municipalities link to myfairlakes.com so that information on the site appears prominently in results.

Use of social networking sites, listservs, blogs, electronic magazines, pod casts, YouTube and other electronic media was relatively low through 2009, but appears to be increasing since then according to analytic data. Continued examination of internet tools is warranted since trends change as quickly as technology. Information on the website must be kept up to date regardless of trends.

Outreach strategies need to be opportunistic and flexible, providing easily accessed educational materials regarding practices and behaviors, allowing for rapid responses as well as adequate resources to support rapid responses. The 2012 Work Plan takes into account not only the results of the 2009 survey, but also experiences from the 2009, 2010 and 2011 plans and activities actually implemented. It also lists ongoing actions that consume a considerable amount of the part-time hours available.

For more information, contact the Dane County Storm Water Education Coordinator (SWEC) at 608-224-3746 or [info@myfairlakes.com](mailto:info@myfairlakes.com).

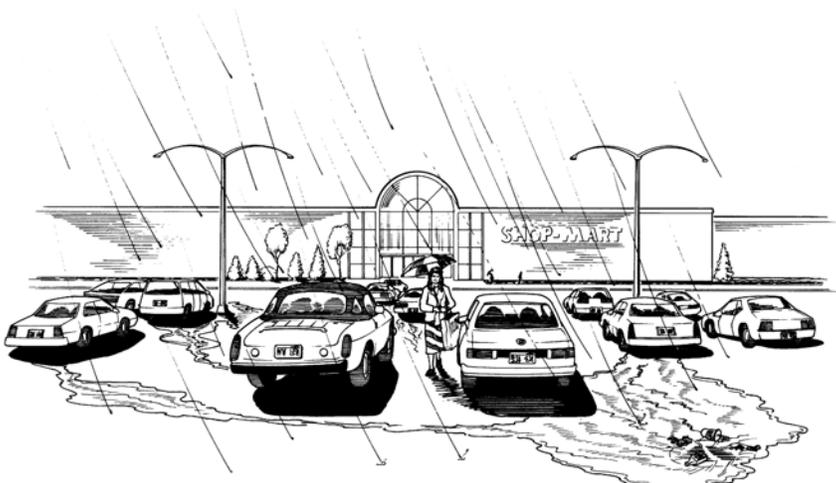
# **DRAFT 2013 I&E WORK PLAN ACTION LIST**

(responsible party in parentheses)

1. Develop 2014-2018 I&E Plan and Intergovernmental Agreement. (MAMSWaP I&E Committee, SWEC)
2. Work with the North American Stormwater and Erosion Control Association to further investigate partnering opportunities to best reach target audience(s). (SWEC)
3. Work with the Dane County Lakes & Watershed Commission's Strategic Engagement Committee to investigate partnering opportunities to best reach target audience(s). (SWEC)
4. Where appropriate (urban storm water outreach areas), support and implement actions from the Yahara CLEAN Report [http://www.yaharawatershed.org/documents/doc/CLEAN\\_Report\\_090910.pdf](http://www.yaharawatershed.org/documents/doc/CLEAN_Report_090910.pdf).
5. Develop survey and/or checklist for member municipalities to gather, report/share information on innovative materials and activities developed by municipalities or by MAMSWaP Information & Education Committee (I&E Committee)/staff (for even numbered years only). (SWEC)
6. Develop environmental action list (storm drain marking, leaf management, rain garden installation, lake and stream clean up, etc.) with specific tasks for citizens, groups and others to implement. (MAMSWaP I&E Committee, SWEC)
7. Seek existing BMP and other technical educational videos to demonstrate ways to minimize storm water impacts. (MAMSWaP I&E Committee, SWEC)
8. Develop placemats for use at Dane County restaurants. (MAMSWaP I&E Committee, SWEC)
9. Grass clipping sticker and book for municipal drivers. (SWEC)
10. Explore providing t-shirts or reusable shopping bags for storm drain marking volunteers and other ways to improve storm drain marking program. (SWEC)

## **ONGOING**

1. Quarterly reporting to member municipalities; biennial reporting to DNR..
2. Bill municipalities and track payments.
3. Develop annual work plan.
4. Update/maintain website.
5. Continue Love Your Lakes Don't Leaf Them Campaign.
6. Continue Plant Dane! Cost-Share program.
7. Continue promoting rain barrel programs.
8. Continue salt/deicing education materials and program.
9. Continue to work with the Earth Gauge Partnership.
10. Continue to promote NASECA events.
11. Develop and distribute articles to municipalities, friends groups, community groups and neighborhood association newsletters.
12. Develop/provide presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns.
13. Continue to use existing list serves to disseminate info.
14. Continue providing organizations and community groups assistance and partnering with projects (presentations, displays etc. for communities).
15. Continue to promote storm drain stenciling and marking programs.
16. Promote curriculum developed.
17. Maintain distribution lists.
18. Publicize training for building inspectors, contractors and staff.
19. Publicize availability of the Dane County Erosion Control and Stormwater Management Manual.
20. Promote and distribute DVD and CD.
21. Promote use of Enviroscape model including finding instructional how-to video for potential demonstrators.
22. Coordinate efforts with MMSD as appropriate regarding the adaptive management pilot project in the Yahara Watershed.



# **Madison Area Municipal Storm Water Partnership (MAMSWaP) Information & Education Plan 2009-2013**

**A Storm Water Information  
and Education Strategy for  
21 Central Dane County  
Municipalities**

**January 2009**



# Acknowledgements

The development of the Madison Area Municipal Storm Water Partnership's (MAMSWaP) 2009-2013 Information and Education (I&E) Plan involved a diverse group of individuals with a wide range of expertise. Their input and municipal cooperation was crucial for plan development and will continue to play an integral role in addressing storm water runoff in Dane County. Participation in the review process was exceptional. Thank you to everyone who helped.

## **MAMSWaP I&E Municipalities**

### **Cities**

Fitchburg  
Madison  
Middleton  
Monona  
Stoughton  
Sun Prairie  
Verona

### **Villages**

Cottage Grove  
DeForest  
Maple Bluff  
McFarland  
Shorewood Hills  
Waunakee

### **Towns**

Blooming Grove  
Burke  
Madison  
Middleton  
Westport  
Windsor

### **Other**

Dane County  
UW-Madison

## **I&E Committee Members Contributing to the 2009-2013 I&E Plan**

Genesis Bichanich, City of Madison  
Laura Bub, Wisconsin Department of Natural Resources  
Mindy Habecker, Dane County UW-Extension  
Marcia Hartwig, Dane County Office of Lakes & Watersheds  
Debbie Hatfield, JSD Professional Services  
Sue Jones, Dane County Office of Lakes & Watersheds  
Rick Eilertson, City of Fitchburg  
Suzanne Wade, UW-Extension  
Rodney Scheel, City of Stoughton

All MAMSWaP municipalities provide equal opportunities in employment and programming. Publications are available in alternative formats upon request. This document is available at [www.myfairlakes.com](http://www.myfairlakes.com).

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# INTRODUCTION

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In order to comply with the storm water discharge permit regulations contained in NR 216, Wisconsin Administrative Code, 21 municipal entities in central Dane County developed this information and education (I&E) plan as part of their permit applications (see inside front cover for list of municipalities and inside back cover for a map).

The Wisconsin Department of Natural Resources and the United States Environmental Protection Agency (EPA) have identified the importance of informing and educating municipalities, the construction trades, professional service providers and citizens about storm water pollution. Storm water pollution control is most effectively implemented when people understand the impact of storm water pollution, its sources and the actions that can be taken to control it.

The goal of the municipal storm water discharge permit program is to reduce adverse impacts to water quality in our lakes and streams from urban sources of storm water runoff. The project area addressed in this plan is rich in water resources that have been negatively affected by storm water runoff. The goals, objectives and actions identified in this plan will direct MAMSWaP's I&E activities for the next five years to address storm water pollution.

## **Regulatory Requirements for Information and Education**

As previously discussed, I&E is an important feature of a comprehensive and effective storm water management program. For municipalities that require a municipal storm water discharge permit, an I&E program is not only a good idea, it is required. Wisconsin's storm water regulations for municipalities under Subchapter I of NR 216, Wis. Adm. Code, require the development and implementation of an I&E program to facilitate the proper management of materials and behaviors that may pollute storm water. The program must direct the process for the distribution of appropriate information and public outreach to increase awareness of storm water impacts on waters of the state. Additionally, the new performance standards for developed urban areas contained in Subchapter III of NR 151, Wis. Adm. Code, require local governments of such areas to develop and implement a public I&E program to assist in reducing polluted runoff.

The types of activities and behaviors the regulatory programs are intended to address include improper disposal of waste and dumping of materials, effective construction-site erosion control and long-term storm water management, lawn and garden fertilizer and pesticide application, yard waste management and disposal, pet waste disposal and other business and household practices that may contaminate storm water runoff. This plan is designed to address all these activities and will meet the regulatory requirements for an effective I&E program.

This plan has been prepared for the urbanized portions of central Dane County, in the 21 municipalities required to obtain a storm water discharge permit. Agricultural runoff is therefore not

addressed in this plan, but controlling agricultural runoff is a component of several local, state and federal programs and is included in Subchapter II of NR 151.

Dane County's Erosion Control and Stormwater Management Ordinance sets standards for the quality and the quantity of storm water runoff from areas where alterations to the landscape and the creation of impervious surfaces result in changes in the amount and quality of water flowing off the site. Where appropriate, this plan integrates NR 216 requirements with those of the Dane County Erosion Control and Stormwater Management Ordinance (Chapter 14).

## **Resource Reasons for an Information and Education Plan**

Dane County is rich in water resources that have been adversely impacted by storm water runoff. The Yahara River/Lake Mendota and the Yahara River/Lake Monona watersheds make up the largest urban and urbanizing land area as well as the largest population in the permit area, which also includes portions of the Six Mile and Pheasant Branch, Black Earth Creek, Upper Sugar River and Upper Koshkonong Creek watersheds.

Storm water runoff during rainfall and snow and ice melt events from construction sites, residential yards, paved streets, parking lots and building rooftops often deliver pollutants such as sediment, oil, grease, bacteria, pesticides, nutrients and toxic metals to area lakes and rivers. These pollutants are often present in quantities that may result in unsightly and toxic algae blooms, beach closings from high bacteria counts, fish kills or fish consumption advisories and covering of fish spawning areas from excess sedimentation.

Siltation is the largest cause of impaired water quality in our nation's rivers and the third largest cause of impaired water quality in lakes. It is estimated that 80 percent of the phosphorus and 73 percent of the nitrogen in streams is associated with eroded sediment from construction and other activities (EPA, 1999).<sup>1</sup> Increased urbanization has resulted in more connected impervious surfaces that cause hydrologic changes such as flashy and erosive peak stream flows, thermal impacts and reduced base flow. Research has shown that once the land use draining to a stream has greater than ten percent connected imperviousness, the stream begins to deteriorate (Schueler, 1994).<sup>2</sup>

Many water resources in the area are not meeting the state's water quality standards. Wisconsin's most recent impaired waters list (often referred to by the section in the Clean Water Act, 303(d), that requires it and lists water resources that do not meet water quality standards due to nonpoint source pollution) submitted to the EPA includes waters in the following project area watersheds:

- Yahara River and Lake Mendota
- Black Earth Creek
- Yahara River and Lake Kegonsa
- Upper Sugar River
- Badfish Creek
- Nine Springs Creek (added in 2004)

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<sup>1</sup> U.S. EPA. Oct. 1999. Report to Congress on the Phase II Storm Water Regulations.

<sup>2</sup> Schueler, T.R. 1994. "The Importance of Imperviousness." Watershed Protection Techniques. 1(3).

The Nonpoint Source Control Plan for the Yahara River/Lake Mendota Priority Watershed Project states that 34 percent of sediment and 24 percent of phosphorus comes from runoff from urban and urbanizing areas. Construction sites contribute 23 percent of the sediment load while accounting for only 0.3 percent of the land area on an average annual basis. The plan established a goal of reducing sedimentation from existing urban areas by 40 percent, urbanizing areas by 80 percent and future urban areas by 50 percent. Improved understanding of the impacts of storm water runoff and knowledge of current regulations and best management practices will help to achieve these goals and mitigate the effects of urban storm water runoff pollution from the permit area. Examples of best management practices that are promoted through the information and education efforts include good housekeeping practices such as street sweeping, proper waste handling, effective erosion and sediment control measures, nutrient management and infiltration techniques such as rain gardens.

The 1992 Nonpoint Source Control Plan for the Yahara River/Lake Monona Priority Watershed Project identified 60 percent of the watershed as being urban or urbanizing, the largest urban area being the City of Madison. Lakes Monona, Waubesa and Wingra were cited as suffering from nuisance algae and weed growth due to high phosphorus levels in storm water runoff.

The effects of polluted storm water runoff are subtle and not well understood by much of the public. Pollutants are often not highly visible and come from a variety of diffuse sources. It may be difficult for the myriad of citizens and public officials to understand how their actions can all add up and lead to degraded local rivers and lakes. But research shows that once people understand the consequences of their actions, they are more receptive to acquiring knowledge and skills to change their behavior.

A well-written and well-executed I&E plan identifies the major audiences that either need information, need to make or change policy or need to act in order to positively impact water quality and quantity. It is a powerful tool that provides those audiences with the appropriate educational materials and activities they need to become more knowledgeable and empowered to take action.

## **I&E Plan Development and Implementation**

Assisted by the expertise of environmental education experts and MAMSWaP members, the MAMSWaP I&E Committee reviewed the first MAMSWaP five-year plan, added and edited portions as necessary to develop the 2009-2013 plan.

The long-term oversight and funding strategy for the I&E plan implementation used during the 2003-2008 permit cycle will again be employed during 2009-2013. Each municipality has committed funding for plan implementation, detailed in the Intergovernmental Agreement in the Appendix. The intergovernmental agreement has been updated to reflect programmatic funding changes and to allow for the addition of municipalities that were not previously part of the outreach effort.

Levels of financial contributions from each MAMSWaP municipality are based on population according to 2000 census data. Dane County and UW-Madison contributions were not based on population, as that would double count municipal populations. MAMSWaP approved the financial contribution schedule, which is included in the Intergovernmental Agreement (see Appendix). Some actions are noted in the plan as contingent upon additional grants or funding other than that provided by the MAMSWaP municipalities.

The half-time Storm Water Education Coordinator position, created by the Intergovernmental Agreement and housed at the Dane County Land & Water Resources Department's Office of Lakes & Watersheds, will continue to staff the I&E Committee, prepare annual work plans and coordinate implementation of this plan with oversight provided by the I&E Committee and provide materials to MAMSWaP municipalities for their use. I&E Plan implementation progress reports will continue to be a regular agenda item for the MAMSWaP quarterly meetings.

The I&E plan identifies specific actions to achieve plan objectives, and identifies who will complete each action and how it will be funded. Actions specific to municipalities are summarized in the Appendix. This plan is available on the web at [www.myfairlakes.com](http://www.myfairlakes.com).

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# TARGET AUDIENCES, GOALS AND OBJECTIVES

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The Madison Area Municipal Storm Water Partnership (MAMSWaP) Information and Education (I&E) Plan seeks to **reduce the quantity and improve the quality of urban runoff, resulting in area lakes and rivers meeting their designated use.**

## Target Audiences

Educational programs are designed to meet the educational needs of specific audiences. These audiences may be determined by where they live, the work they do, their contribution to the problem and their ability to make behavioral changes that can lead to achieving the storm water program's goals. Educational programs are tailored to meet each audience's unique needs for specific topics or skills using the delivery method that best meets their learning styles or goals. The table below lists target audiences identified and prioritized by the MAMSWaP I&E Committee.

### Ranked Target Audiences

	Construction Professionals	Educational	Occasional users	Residential	Private Sector	Public Sector
Very Important	Developers	Students K-12		Homeowners	Business owners and staff	Elected officials
	Consultants	Student/youth groups			Facility managers	Municipal staff
	Home builders	K-12 teachers		Groups	Landlords	
	Contractors					
Important		College students	Recreational	Auto owners		
		Campus staff		Pet owners		
		Professors		Tenants		
Somewhat Important		School administration	Tourists		Golf course staff	
			Recreational vehicles			Municipal administrators

**Construction Professionals** refers to those individuals that plan and implement land developments and those involved in new construction and redevelopment, including developers, consultants, architects, landscapers, engineers, home builders, contractors, plumbers, concrete mixers, snow removal contractors and other relevant contractors or businesses that are involved in the development, redevelopment and construction of homes, subdivisions, and commercial/industrial properties.

**Educational Audiences** refers to the K–12 and higher education audiences including teachers and students kindergarten through college, administration, school groundskeepers as well as youth groups such as 4-H and scouts.

**Occasional Users** includes those who own recreational vehicles such as ATVs, snowmobiles, and personal water craft, boaters, swimmers and anglers.

**Residential** includes homeowners, tenants, landlords, pet owners, car washers, and do-it-yourselfers (oil changes, home improvement and maintenance). This group also includes the broad subhead of “groups,” which encompasses watershed associations, friends groups, garden clubs, civic groups such as rotary, homeowner and neighborhood associations, etc.

**Private Sector** includes property owners and managers, business owners and private commercial and industrial properties, such as restaurants, gas stations, dry cleaners, printers and other specialty shops, painters, corporate campuses, retail sites, boat cleaning and storage firms, mobile cleaning operations, lawn care professionals, snow removal contractors, golf courses and other building management that may include maintenance of storm water ponds or other facilities or have runoff from fertilizers, pesticides, heavy metals, petroleum products and other chemicals.

**Public Sector** includes elected officials, municipal staff and administrators and facility managers employed by county, city, town and village governments including planning, zoning, building inspection, land conservation, parks, public, public works, building inspection or other committees and departments with land use or land management responsibilities.

## Goals

Goals are broad ideas that may take a very long time to achieve and usually don’t change significantly over the life of a project. Occasionally new goals may be added. Because an educational program is dynamic, some goals may be more important at certain times in a project’s life than others.

The goals of MAMSWaP’s I&E plan derive from the requirements of the NR 216 permit, focusing on reducing urban storm water runoff, improving urban storm water quality and eliminating illicit discharges. This plan therefore does not address agricultural runoff, which is the focus of various other programs.

Goal 1: Reduce quantity of urban storm water runoff to meet or exceed state and local standards.

Goal 2: Improve quality of urban storm water runoff to meet or exceed state and local standards.

Goal 3: Identify and eliminate all illicit discharges to the storm water system.

Goal 4: Have a coordinated, regional education effort that encourages consistent messages among and between communities.

## Objectives

The objectives, usually accomplished in five to ten years, are the detailed knowledge and skills that target audiences need in order to meet the goals of MAMSWaP’s I&E plan. Objectives specify an educational need, such as knowledge or skill to be gained, for a target audience. Well-written and designed objectives result in an orchestrated set of educational activities that are focused and effective with measurable outcomes upon which the program’s evaluation will be based. These objectives are written to include all potential participants, as it is not possible under the timeframe of

this document to specify a measurable target, such as 23% of all residents will..., however, short-term measurable indicators are identified in the Actions chapter beginning on page 11.

**All Audiences**

The following objectives are for all people living, working and/or recreating in the permit area. They pertain to all target audiences and are not repeated under each target audience’s section.

- 1 Everyone will understand the impacts of storm water and why it is important to decrease storm water runoff, including water quality impacts and the effects of impervious surface on runoff (heat, quantity, pollutants, extreme variations in flow).
- 2 Everyone will know where to get information on effective storm water and erosion control practices and will be able to use the appropriate practices such as directing downspouts to pervious areas, reducing impervious areas, developing rain gardens, using rain barrels and having proper landscaping techniques around their home or business.
- 3 Everyone will empower themselves to take action to improve water quality and to develop creative solutions to work in concert with agency staff.
- 4 Everyone will understand the difference between sanitary sewers and storm water drainage systems and will not dump material into inlet structures, streets or any other conveyance.
- 5 Everyone will see BMPs as necessary, functional, and marketable (aesthetics may add value).
- 6 Everyone will understand the resources needed to install and maintain BMPs including cost, time and difficulty.
- 7 Everyone will know whom to contact when they see a potential water quality problem.
- 8 Everyone will understand that there are runoff standards and will understand how volume of water impacts habitat, groundwater and surface water.
- 9 All audiences will evaluate opportunities to reduce imperviousness and increase infiltration and recharge.
- 10 Everyone will understand why municipalities need to implement a storm water management program, which will require resources (money, staff) to install and maintain BMPs and manage a storm water program.
- 11 Everyone will be able to identify illicit discharges (e.g., paint, motor oil or other substance deposited into a storm drain structure, overland drainage from a carwash, a pile of topsoil left in the street) and know whom to contact for enforcement and remedy.
- 12 Everyone will understand the environmental consequences of illicit discharges.

**Construction Professionals**

- 13 Homeowners and their contractors will be able to explain the importance of using effective storm water management and erosion control practices and will properly install and maintain effective practices.
- 14 Consultants, developers and contractors will understand and support local and state storm water standards and other requirements.
- 15 Consultants and developers will prepare plat and site designs that minimize erosion and storm water runoff, and meet or exceed local and state storm water and design standards.
- 16 Developers, contractors and builders will install and maintain effective erosion control and storm water management practices

- 17 Consultants will provide accurate information to developers and municipalities on practices to meet standards including innovative practices based on emerging science and engineering knowledge.
- 18 Developers will understand the financial and other benefits of complying with erosion control and storm water requirements.
- 19 Developers will understand elements of and implement low-impact/conservation design developments and other innovative erosion control and storm water management techniques.
- 20 Developers will market developments based in part on storm water compliance and benefits of storm water practices.
- 21 Builders will follow plans and not interfere with site storm water and erosion controls and will follow construction sequencing plans to protect storm water quality and prevent regulatory concerns.

### **Educational**

- 22 Middle and high school teachers, primarily of science and math, as well as professors in the education departments at UW–Madison and Edgewood College will know about and utilize the MAMSWaP Storm Water Curriculum, the UW-Arboretum Rain Garden Curriculum and other appropriate materials in their teaching.
- 23 All teachers, preschool through graduate-level, will be able to include materials related to storm water into their curricula as appropriate. (i.e., hydrologic cycle in third grade or functional landscape design in landscape architecture).
- 24 Students/youth of all ages will participate in water quality action projects such as stream clean-ups, Take a Stake in the Lakes Days, storm drain stenciling and marking and science fair projects.
- 25 Maintenance and lawn care staff will follow correct and applicable management practices in their work and support the efforts of teachers working on storm water practices.
- 26 All students, preschool through college, will know the impact of their actions on water quality and will take appropriate actions to prevent water pollution problems.

### **Residential**

- 26 Property owners and managers will understand storm water rules and regulations, will understand why proper storm water practices are important, and will utilize appropriate BMPs.
- 27 During retrofitting and redevelopment, homeowners, landlords and business owners will install practices to decrease volume and peak flow and improve water quality.
- 28 Homeowners, landlords and business owners will recognize and choose developments and/or hire contractors who will meet or exceed performance standards. This will lead to an increased demand for quality developments that meet performance standards including reducing imperviousness and increasing infiltration.
- 29 Property owners and managers will be aware of and utilize appropriate good housekeeping practices that apply to their property (e.g. garbage collection, de-icing, lawn care/landscaping practices, yard waste disposal, vehicle fluid management, salt pile protection, etc.)

### **Private Sector**

- 30 Property owners and managers will understand storm water rules and regulations, will understand why proper storm water practices are important, and will utilize appropriate BMPs.
- 31 During retrofitting and redevelopment, homeowners, landlords and business owners will install practices to decrease volume and peak flow and improve water quality.
- 32 Homeowners, landlords and business owners will recognize and choose developments and/or hire contractors who will meet or exceed performance standards. This will lead to an increased demand for quality developments that meet performance standards including reducing imperviousness and increasing infiltration.
- 33 Property owners and managers will be aware of and utilize appropriate good housekeeping practices that apply to their property (e.g. garbage collection, de-icing, lawn care/landscaping practices, yard waste disposal, vehicle fluid management, salt pile protection, etc.)

### **Public Sector**

- 34 Municipal staff will understand how to respond appropriately when residents report an observed illicit discharge or other water quality problem
- 35 Municipal staff will understand storm water rules and regulations, and why proper municipal storm water practices are important, and they will utilize appropriate BMPs.
- 36 Elected officials will have a broad understanding of storm water basics so that they know where to go for information.
- 37 Elected officials will support their staff and the implementation of storm water programs through budgets, policies and regulations.
- 38 Municipalities will hire engineering firms that understand and use proper storm water retrofitting.
- 39 Municipalities will be aware of the need to provide adequate staffing for administration of programs.
- 40 Municipalities will take action to encourage “green developments.”
- 41 Municipal staff and consultants will be able to evaluate BMPs for effectiveness.
- 42 Municipal staff will communicate standards to landowners, developers, contractors and consultants.
- 43 Municipal staff will understand what is required to achieve behavior change, which includes a combination of education, proper planning and enforcement.
- 44 Municipal staff will review plans and enforce standards in plans.
- 45 Municipal staff will provide demonstrations of new and innovative practices that meet or exceed standards.
- 46 Municipal staff and consultants will be aware of and suggest designs that minimize erosion from construction sites.

### **Multi-Cultural Language Considerations**

In the Madison area, there are several different language needs to consider when developing education materials for general public audiences. Translating materials in other languages (such as Hmong, Spanish, etc.) should be considered as appropriate.



# ACTIONS

Reaching each of the target audiences will require coordinated, long-term efforts involving many public and private agencies. Listed in the table are specific educational activities, the priority assigned to each activity, the responsible party(ies) charged with developing and implementing the activity and what funding source is likely to be used to accomplish the activity.

Normally, the first party identified in the “Who” column is the main activity coordinator with others providing various levels of support during implementation and development. Most of the individuals listed to work on activities have agreed to their role. A few have not, but are listed since they typically provide similar services or are likely partners. As the Storm Water Education Coordinator’s work plan is developed each year, partners will be asked to help with development and implementation of activities.

More ideas have been generated than can be accomplished. Each year, this plan will be evaluated and an annual work plan developed. Those actions ranked as a high priority will be the tasks that will be accomplished. While they are good ideas and tasks that would benefit the overall effort, actions identified as medium or low priority will only be completed as time and funding allow.

Funding will be sought from a variety of sources. The MAMSWaP I&E Committee received several Urban Nonpoint Source and Storm Water Grants from DNR to implement the outreach strategy during the 2003-2008 permit cycle. The grants funded surveys, media campaigns, storm water curriculum, a video and general information and education activities such as developing press releases, newsletter articles, distributing publications and conducting workshops. The program budget funds derived from the municipal contributions fund the half-time Storm Water Education Coordinator position and provide approximately \$15,000 for annual program budget.

#	Rank	What	Who	When	Funding source	Expected outcome	Short-term measurable indicators
<b>All Audiences</b>							
1	H	Assess knowledge, attitudes and behaviors	I&E Committee, UWEX Spec, SWEC, UWEX Basin Educators, consultant	2009, 2013	urban grant	Knowledge of residents’ activities and their knowledge to make programming decisions	Survey conducted, analyzed and compared to previous surveys
2	H	Continue to implement a media campaign, including PSAs	SWEC, I&E Committee, Madison Water Utility, UWEX, others	as often as resources permit	urban grant	People will know what problems are and adopt specific action items suggested	Number of times ads air, number of listeners
3	H	Provide organizations, community groups, youth groups with ideas, guidance and assistance with projects	UWEX, RRC, WERC, SWEC	as requested	program budget	Good quality, effective projects adopted by groups: increased infiltration, decreased discharge into storm drains	Number of groups who are provided assistance, number of projects completed with specific statistics for each, number of water bodies potentially impacted

#	R a n k	What	Who	When	Funding source	Expected outcome	Short-term measureable indicators
4	H	Continue Plant Dane! program	SWEC, municipalities	ongoing	program budget	Installation of quality rain gardens	Number of inquiries, participants and plants purchased
5	H	Continue promoting rain barrel programs	SWEC, Rain for Dane, other rain barrel suppliers	ongoing	program budget	Less run off during events, less groundwater use due to rain barrel usage	Number of rain barrels cards and flyers distributed, number of rain barrels sold
6	H	Continue supporting and developing educational programs and materials for proper salt and deicing material use	I&E Committee	as funding permits	program budget and or grant \$	Salt use decreases, more appropriate methods adopted by cities, individuals and businesses	Number of attendees, brochures distributed
7	H	Raise awareness and compliance of applicable ordinances (phosphorus, coal tar, etc.)	Dane County, friends groups and watershed associations, municipalities	ongoing	program budget	Compliance with ordinances	Methods used, numbers distributed, number of citations
8	H	Continue to work with the Earth Gauge Partnership (tips and info during local weather forecasts)	SWEC	ongoing	program budget	More diverse ways of getting stormwater messages out, more people doing practices	Number of times messages are aired, number of people who see the message
9	M	Develop and promote non-construction BMP demonstration sites (grass swales, rain gardens, rain barrels, permeable pavement, etc.)	Dane County, DNR, UW, UWEX, friends groups, municipalities	ongoing, as funding resources permit	grant \$ or sponsorships	Better adoption and quality of practices	Successful implementation of BMP sites where general public can easily see them
10	M	Develop materials for college students, possibly in Madison Guide, Annual Manual, events, etc.	SWEC	As opportunity arises	urban grant, UW, Edgewood, MATC, program budget	More awareness of stormwater and better management on campus	Number of students receiving material
11	M	Maintain resource list on rain gardens, rain barrels, housekeeping, porous pavement, etc., on web site	SWEC, Friends groups, UWEX, DNR, LWC	annually	program budget	Readily available, up-to-date resources	Quality material on website, checked and maintained regularly
12	M	Provide a summary of environmental actions on the web with links that youth, community groups, college students, etc., can implement	SWEC, UWEX, Dane County, Rock River Basin Educator, State Environmental Education Specialist	annually	program budget	More environmental action projects will be done, following rules and good practices	Number of hits and follow-ups asking for information, changes in requests for equipment from WERC, number of high quality links included

**A STORM WATER INFORMATION AND EDUCATION STRATEGY FOR 21 DANE COUNTY MUNICIPALITIES**

<b>#</b>	<b>R a n k</b>	<b>What</b>	<b>Who</b>	<b>When</b>	<b>Funding source</b>	<b>Expected outcome</b>	<b>Short-term measurable indicators</b>
<b>13</b>	M	Remind city cable stations annually of available water quality videos; send new ones as they become available	SWEC	annually	program budget	In depth information available at people's homes	Number of stations that receive information and number of times they report showing videos
<b>14</b>	M	Develop/give presentations focused on audience interests/concerns	SWEC, Municipal staff, gov't agencies, local groups, UWEX, DNR, consultant	As requested and as time allows	program budget	Detailed, quality information for captive audience, opportunity for Q&A and one-on-one interaction	Number of different presentations given, types of follow-up questions, number of attendees
<b>15</b>	M	Develop or update storm water and runoff video clips for web, explore partnership with Rock River Basin to develop environmental video contest; short web-based type program	SWEC, I&E Committee, municipalities	As funding allows	grant \$ or program budget for smaller projects	Localized information will help audiences to connect better with the message and take steps at home and elsewhere to reduce stormwater impacts	Number developed and distributed, number of people involved, number of hits on the website
<b>16</b>	M	Develop speakers bureau	SWEC, municipalities	2011	program budget	Individuals make water quality improvements around their homes, contact elected officials	Number of speakers, number of actual presentations given
<b>17</b>	M	Maintain myfairlakes web site: information and resource lists for environmental actions, link to municipal sites	SWEC, UWEX, UWEX Basin Educators, municipalities, consultant	ongoing	program budget	Individuals will have the resources to make water quality decisions and will have easy access	Number of hits, questions about the website or requests for additional information
<b>18</b>	M	Use existing electronic mailing lists to disseminate info	SWEC	ongoing	program budget	Information quickly and efficiently disseminated; more practices on ground	Number of lists, number of items sent to lists
<b>19</b>	M	Create and use displays at fairs, expos, municipal meetings, business and industry fairs, etc.	SWEC, LWC, UWEX, I&E Committee, municipalities	ongoing	program budget	Talk with people about water quality issues and actions; more practices on ground	Number of times display is used, number of flyers and brochures distributed, number of municipalities using display(s)
<b>20</b>	L	Develop targeted messages on posters, decals, signs, placards, billboards, etc.	I&E Committee, SWEC, consultant	2012 or later	grant \$ or sponsorship	More diverse ways of delivering stormwater messages, more people doing practices	Number of items message is on

#	R a n k	What	Who	When	Funding source	Expected outcome	Short-term measureable indicators
21	L	Promote others' presentations or events related to stormwater	I&E Committee, UW-ERC, Nelson IES	As opportunity arises	cost should be incidental unless outside speaker brought in	More in depth knowledge on the subject by individuals, especially professionals and friends groups	Number of events promoted
22	L	Develop a point-of-purchase display for lawn and other yard products	UWEX, I&E Committee, SWEC	2012	program budget	People would choose the least harmful/best way to take care of their lawn or their yard problem	Number of displays developed and used, number of products purchased
23	L	Promote interactive map identifying watershed location	SWEC	2010	program budget	Awareness of where runoff goes	Number of hits
<b>Construction Professionals</b>							
24	H	Maintain checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants	Dane County, consultant, DNR	ongoing	program budget, urban grant	Making sure that storm water is considered early in the planning process, improve communication	Number of requests or web hits, number of contacts between plan review staff and construction professionals
25	H	Provide one-on-one contact during plan review process	Dane County, municipalities	ongoing	agency/municipality budgets for staff time	Well-chosen and effective practices implemented at appropriate times	Dane County and municipal staff reports on effectiveness of review process
26	H	Promote NASECA's conferences and field days	County, SWEC, I&E Committee, UWEX, UWEX Basin Educators, municipalities	annually or as opportunity arises	program budget	Well-chosen and effective practices implemented, compliance with performance and technical standards	Number of events publicized
27	M	Publicize availability of Dane County's Erosion Control and Stormwater Management Manual	Dane County, municipalities	ongoing	program budget, municipalities	Well-chosen and effective practices implemented	Number of hits, downloads or purchases of manual, anecdotal comments from review staff regarding compliance, number of stop work orders or other interventions to get non-compliant operations corrected
28	M	Publicize changes to performance and technical standards	DNR, Dane County, municipalities	as needed	program budget	Compliance with performance and technical standards	Number of times and ways message is sent

**A STORM WATER INFORMATION AND EDUCATION STRATEGY FOR 21 DANE COUNTY MUNICIPALITIES**

<b>#</b>	<b>R a n k</b>	<b>What</b>	<b>Who</b>	<b>When</b>	<b>Funding source</b>	<b>Expected outcome</b>	<b>Short-term measurable indicators</b>
29	M	Create articles for MABA and other professional organizations' newsletters	Dane County, UWEX, UWEX Basin Educators, DNR, I&E Committee, SWEC	ongoing	program budget	Well-chosen and effective practices implemented	Agreement from professional organizations to include the information, number of articles distributed
30	M	Maintain website listing resources	Dane County	ongoing	program budget	Well-chosen and effective practices implemented	Number of hits
31	M	Create and provide focused presentations and demonstrations	Dane County, municipalities, DNR	as opportunities become available	agency/municipality budgets for staff time	Well-chosen and effective practices implemented, compliance with performance and technical standards	Presentations developed and demonstrations implemented, number of times given/shown and number of participants, record-keeping of any actions that resulted from the activity
32	M	Develop technical videos (topics to be determined) or promote those developed by others	tbd by I&E Committee	as material needed and funds are available	grant \$	Well-chosen and effective practices implemented, compliance with performance and technical standards – problems reduced	Funding received, topics covered, number of videos created and distributed, number of groups/workshops that request the video
33	L	Provide workshops on citizens' impacts, monitoring, research results	Dane County, I&E Committee, UWEX, Basin Educators, SWEC, municipalities	2012	program budget, fees	Well-chosen and effective practices implemented, compliance with performance and technical standards	Number of workshops developed and presented, numbers attending, positive results on workshop evaluations
34	L	Encourage participation in the Green Tier Clear Waters Initiative	SWEC, UWEX, UWEX Basin Educators	2010	program budget	More advanced practices implemented—better water quality, reduced soil erosion/stormwater	Number of builders who participate in Green Tier process and sign a charter

**Educational**

35	H	Promote storm water and rain garden curriculum	SWEC, UWEX Rock River Basin, Friends groups, Arboretum	ongoing	program budget	Teachers within the region will have access to and will use the curriculum with their students	Number of requests for curriculum, evaluation through UW-Arboretum
36	M	Evaluate the need for curriculum development and pursue any new needs	UWEX, UW, UWEX Basin Educators, SWEC, consultant	2012	urban grant	Determine what curriculum, resources or materials are needed and a plan to develop, promote, train	Plan developed for gathering information; grants received, needs analyzed and method for addressing them developed

#	R a n k	What	Who	When	Funding source	Expected outcome	Short-term measurable indicators
37	M	Promote teacher training	UWEX and Basin Educators, UW, Aldo Leopold Nature Center, Nature Net, SWEC, consultant	ongoing	program budget	Full attendance at locally offered training sessions: Arboretum, Aldo Leopold, etc.	Number of trainings promoted, materials sent
38	L	Promote programs such as Green School	SWEC, I&E Committee, UWEX, UWEX Basin Educators	ongoing	program budget	Schools adopt good practices and become Green Schools	Number of contacts made and amount of information sent out, number of schools that become green schools
39	L	Create a list of storm water related science fair and other project suggestions for youth and distribute to area school districts	SWEC, UWEX, UWEX Basin Educators, Edgewood College	2011	program budget	Students who do these projects and their families will understand the issue better and will take personal action	Number of hits and requests for information
<b>Residential</b>							
40	H	Develop and distribute newspaper articles, municipal newsletters articles, media releases and seasonal messages	SWEC, I&E Committee municipalities, RRC, consultant	ongoing	program budget, municipalities	Residents will apply seasonally appropriate actions; municipalities will receive at least two articles for municipal newsletters per year; four media releases sent out per year	Number of articles sent to municipalities
41	H	Include articles and seasonal messages in municipal newsletters and other strategies identified by municipalities (postcards, emails, listservs, billing inserts, etc.)	Municipalities	several times a year	program budget	Residents will apply seasonally appropriate actions, all municipalities will have at least two articles in municipal newsletters per year	Number of articles included in newsletters or distributed through other means
42	H	Promote storm drain stenciling and marking programs	UWEX, friends groups, SWEC, municipalities, WERC	ongoing	program budget, LWC budget, Dane County Environmental Council, municipalities	Fewer illicit discharges into waterways from storm drains	Number of drains marked, groups/ individuals involved, door hangers hung; locations of drains
43	H	Encourage residents to conduct soil testing on their properties	SWEC, Dane County, municipalities, UW Soils Lab	ongoing	program budget	Reduced/appropriate amount of fertilizer used on lawns	Number of methods used to promote tests

**A STORM WATER INFORMATION AND EDUCATION STRATEGY FOR 21 DANE COUNTY MUNICIPALITIES**

<b>#</b>	<b>R a n k</b>	<b>What</b>	<b>Who</b>	<b>When</b>	<b>Funding source</b>	<b>Expected outcome</b>	<b>Short-term measurable indicators</b>
44	H	Encourage leaf and yard waste composting to keep leaves and yard waste out of streets	SWEC, Dane County, municipalities	ongoing	program budget	Homeowners will compost leaves and yard waste, instead of raking to curb and will use the compost on lawns and gardens for soil improvement	Number of people attending compost trainings, hits on website, number of brochures distributed
45	M	Assess compliance with keeping leaves out of street; adjust outreach to improve compliance	Municipalities, SWEC	ongoing	program budget	Fewer leaves in street and ultimately lakes and streams	Number of municipalities that assess leaf and yard debris in the street
46	M	Create and distribute articles to friends groups, community groups and neighborhood association newsletters	SWEC, UWEX Basin Educator, RRC, UWEX, consultant	ongoing	urban grant, program budget	More diverse ways of getting stormwater messages out, more people doing practices	Number of groups materials are sent to; number of articles sent
47	M	Provide materials to landlords, condo and property managers (larger complexes) in multiple languages	SWEC, FOLW (FOLW storm water audit checklist)	2010	program budget, seek sponsorship and grants	Tenants, esp. non-English speakers, have access to material that's appropriate for rental or condo situations	Materials developed and distributed
48	M	Support expansion of citizen monitoring programs by friends groups	local coordinators, RRC, monitoring committee, municipalities	as opportunities become available	monitoring committee	Every waterway where water monitoring is needed has a competent, committed group to monitor, information is needed and used	Number of monitors trained, locations being monitored regularly
49	M	Work with friends groups to develop and coordinate tours, potential topics: rain garden, conservation design, BMPs and Parade of Homes tours	I&E Committee, friends groups, UW, UWEX, UWEX Basin Educators, Dane County, municipalities, SWEC	as opportunities arise	program budget, DNR, UWEX	Individuals install practices at their own home/location	Number of tours, number of partners, number of people on tours
50	L	Support, promote and advocate the development of pledge programs such as Mpower, Fitchburg Creek Supporter Pledge	DNR, UWEX, municipalities, neighborhood associations, community environmental groups, SWEC	If another group would provide leadership, we would support	program budget for staff time only	Increased adoption of practices by homeowners, more knowledgeable area residents, list of contact people for support or assistance	Development of programs, number of people who sign up

#	R a n k	What	Who	When	Funding source	Expected outcome	Short-term measureable indicators
<b>Private Sector</b>							
51	H	Develop fact sheets for facility managers when contracting for landscape and snow removal services	SWEC, I&E Committee, DNR, UWEX	as time and funding allow	program budget	Facility managers hire landscapers/contractors who are trained and knowledgeable about proper practices	Number of fact sheets developed, number of facility managers who receive fact sheets
52	M	Maintain website with resources for facility managers	SWEC	annually	program budget	Effective management decisions made and actions implemented	Number of website pages developed and maintained
53	L	Encourage facility managers to require short environmental management course for all staff including contract services such as landscape companies	SWEC, DNR, Dane County, UWEX, municipalities	as time and funding allow	program budget	Effective management decisions made and actions implemented, classes developed, implemented with good evaluations and long-term change in practices	Number of contacts made with facility managers and landscape and lawn care companies
54	L	Promote the Dane County Lakes and Watershed Commission's Waters Champion Award program and submit nominations	Municipalities, I&E Committee, SWEC	annually	program budget or sponsorship	Reward given and recognition encourages others to make effective management decisions made and actions implemented	Nominations given and selected
55	L	Develop and provide technical workshop for landscape contractors, golf course managers and others	Dane County, UWEX, SWEC, DNR	2012	program budget, fees	Effective management decisions made and actions implemented, classes developed, implemented with evaluations and long-term change in practices	Number of workshops provided
<b>Public Sector</b>							
56	H	Publicize Dane County's Erosion Control and Stormwater Manual and provide feedback as necessary	Dane County, municipalities, SWEC	ongoing	program budget	Well-chosen and effective practices implemented	Number of web hits and number of manuals sold

**A STORM WATER INFORMATION AND EDUCATION STRATEGY FOR 21 DANE COUNTY MUNICIPALITIES**

<b>#</b>	<b>R a n k</b>	<b>What</b>	<b>Who</b>	<b>When</b>	<b>Funding source</b>	<b>Expected outcome</b>	<b>Short-term measurable indicators</b>
57	H	Promote NASECA's conferences and field days	County, SWEC, I&E Committee, UWEX, UWEX Basin Educators, municipalities	annually or as opportunity arises	program budget	Specific to workshop topic: well-chosen and effective practices implemented, compliance with performance and technical standards	Number of events publicized, attendance at events
58	M	Develop materials for facility managers on landscape and snow removal services (for their own staff or contracted services)	SWEC, I&E Committee, DNR UWEX	as time and funding permit	program budget	Staff uses proper practices – training and educational materials developed for staff	Number of fact sheets, presentations and other materials developed
59	M	Create and update facility manager distribution listserv	SWEC, municipalities	ongoing	program budget	Facility managers informed of materials, training opportunities and other important information	Number of distribution listservs developed and used
60	M	Maintain website with appropriate materials for public sector	SWEC	ongoing	program budget	Effective practices employed, supervisors report having easy to access materials	Website content is current; number of hits
61	M	Encourage facility managers to require environmental management workshop for landscape staff and contractors	Municipalities, DNR, UWEX, Dane County, SWEC	as time and funding allow	program budget	Effective management decisions made and actions implemented, classes developed, implemented with good evaluations and long-term change in practices	Number of discussions initiated with facility managers
62	M	Develop, coordinate, and publicize erosion control and storm water practice demonstrations, ensure that elected officials are invited	Dane County, DNR, municipalities, NASECA, SWEC	ongoing	sponsorship, grant \$	Well-chosen and effective practices implemented	Number of demonstrations developed; number of attendees at demonstrations; number of elected officials who attend
63	M	Develop technical videos and video clips (topics to be determined) or promote those developed by others and show at workshops	tbd by I&E Committee	as material needed and funds are available	grant \$	Well-chosen and effective practices implemented, compliance with performance and technical standards, problems reduced	Funding received, topics identified by audience, number of videos created and distributed

**Abbreviations and Selected Definitions:**

DNR = Wisconsin Department of Natural Resources  
FOLW = Friends of Lake Wingra  
Grant \$ = funds that have may not yet been identified or applied for  
I&E Committee = MAMSWaP I&E Committee  
LWC = Dane County Lakes and Watershed Commission  
MABA = Madison Area Builders Association  
MATC = Madison Area Technical College  
Nelson IES = University of Wisconsin Institute for Environmental Studies  
Program budget = funding that accompanies SWEC position  
RRC = Rock River Coalition  
SWEC = Storm Water Education Coordinator  
tbd = to be determined  
UW = University of Wisconsin  
UW-ERC = University of Wisconsin Environmental Resource Center?  
UWEX = University of Wisconsin Cooperative Extension County Staff  
Urban Grant = funds received from a DNR grant application  
WERC = Dane County Water Education Resource Center  
NASECA = North American Stormwater and Erosion Control Association

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# PROGRAM EFFECTIVENESS AND EVALUATION

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## Program Effectiveness

When developing an educational program, program effectiveness must be addressed to determine whether it is worth the time, energy and resources invested in it. Some people feel that regulation and enforcement should be the main tools used to accomplish goals instead of education. However, past programs that relied solely on enforcement or monetary incentives have not been successful. Research has shown that a strong education program must be used to complement other means. This is especially true when enforcement is spotty, penalties light and the audience is vast.<sup>1</sup>

Education is just one part of the storm water permit process. It is critical that all aspects of the program be looked at as a whole. If storm water goals and implementation are unrealistic, then the success of the education program is unlikely, no matter how well conceived.

Part of the answer to whether an education program will be successful is based on the change in behavior expected.

Educational programs that focus on behaviors likely to be adopted are more successful than those that are difficult or expensive. When target audiences are asked to do things that are difficult, different or expensive, they are unlikely to comply without additional incentives.

To decide if an expected behavior is likely to be adopted and, thus, if an educational plan is to be successful, the plan should address the following criteria.

- The expected behavior should provide an observable consequence if practiced correctly (i.e., people can actually see that they are making a difference).
- The expected behavior should be similar to existing behavior (see example below).
- The behavior should be low cost in terms of time, money or energy.

An example of this occurred at the beginning of Wisconsin's recycling education programs. People were somewhat willing to recycle but they were unwilling to haul their recycling to a recycling center, or even to sort it and put it in different containers. When communities allowed co-mingling of materials with curbside pickup, the behavior change that was expected matched the three criteria. They could see the amount of material being recycled. It was similar to what they already were doing, bagging and placing garbage on the curb and it was easy. The education program reaffirmed the impact and the value of the program as well as taught what could be recycled and how to do it. Behavior change then occurred. Educators need to work with others on all aspects of program implementation to help ensure the planned information and education activities meet the criteria.

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<sup>1</sup> UWEX 1989 Metropolitan Milwaukee study

## Evaluation

Evaluation is an important component of the information and education plan. It begins when the program is planned, is incorporated into each step of implementation, and is emphasized at critical points. Evaluation will be an ongoing process to measure the effectiveness of both the individual activities and the overall plan in increasing knowledge that could lead to positive behavior changes. Evaluation will also provide a mechanism for obtaining feedback from the target audiences on how to improve subsequent education activities.

The I&E plan is a product of a continuous planning and evaluation process. The primary evaluation vehicle will be a statistically significant survey conducted both before and after implementation of the plan. The 2009 survey, funded through a DNR grant, will be used to determine the knowledge of urban stormwater pollution issues among the public in the project area after five years of information and education plan implementation efforts. A follow up survey (funded separately) will be conducted at the end of the next five-year permit period to evaluate the effectiveness of the I&E plan in increasing knowledge levels. Data gained from the latter survey will be used to help redirect educational efforts, as necessary.

The I&E Committee will continue to provide oversight during implementation of the 2009-2013 I&E plan. As activities are planned and materials developed, the I&E Committee will review them and provide feedback as needed, continuing to focus the I&E efforts on those activities ranked as a high priority. Additional feedback will be obtained from the audiences of some of the individual education activities, providing useful information on how the actions can be improved during the course of the implementing the plan.

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# APPENDIX

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## **A1. Intergovernmental Agreement to Fund a Position Responsible for Storm Water Information, Education and Outreach Coordination for the Madison Area Municipal Storm Water Partnership (MAMSWaP)**

THIS INTERGOVERNMENTAL AGREEMENT, hereinafter referred to as this “Agreement,” made and entered into by, between and among the Cities of Fitchburg, Madison, Middleton, Monona, Stoughton, Sun Prairie and Verona; the Villages of Cottage Grove, DeForest, Maple Bluff, McFarland, Shorewood Hills and Waunakee; the Towns of Blooming Grove, Burke, Madison, Middleton, Westport and Windsor; Dane County; and the University of Wisconsin–Madison; hereinafter collectively referred to as the “Parties,” which will include other municipalities that join after this Agreement has been signed by the Parties listed.

WITNESSETH:

WHEREAS, many of the Parties entered into a Cooperative Agreement to jointly apply for a storm water discharge permit, hereinafter referred to as the “Permit”, under Chapter NR 216 of the Wisconsin Administrative Code in April, 2000; and,

WHEREAS, this group intends to work cooperatively on storm water information, education and outreach, notwithstanding the fact that there may not be a continuing group Permit; and,

WHEREAS, one of the required work elements of each Party’s NR216 permit is the operation of an information, education and outreach program; and,

WHEREAS, many of the Parties previously signed an agreement to jointly develop, coordinate and implement an information, education and outreach program from May 2004 through April 2009; and,

WHEREAS, the materials and products that result from this joint effort are expressly developed for the Parties to fulfill their permit obligations; and,

WHEREAS, the Parties agree, pursuant to sec. 66.0301, and Ch. 36, Wis. Stats. to obtain the services of a half-time employee of Dane County to provide information, education and outreach services to meet the requirements and components of each Party’s NR216 Stormwater Discharge Permit as detailed in the Madison Area Municipal Storm Water Partnership 2009-2013 Storm Water Information, Education and Outreach Plan.

NOW, THEREFORE, in consideration of the above premises and the covenants of the Parties hereinafter set forth, the receipt and sufficiency of which is hereby acknowledged by each Party for itself, the Parties agree to the following:

1. Dane County shall maintain a half-time position (1,040 hours annually or as many hours as funding allows), hereinafter referred to as the "Position," in its Land & Water Resources Department's (LWRD) Office of Lakes & Watersheds (OLW) to provide information, education and outreach services in furtherance of the storm water management programs conducted under each Party's permit. If any party fails to make their respective contribution required by Exhibit A by the due date, the Party may be suspended from receiving services under this agreement and may be subjected to a breach of contract claim by Dane County.

The position shall be funded by the Parties as set forth in Exhibit A. Fees are based on 2000 Census population data. When a municipality wishes to join the information, education and outreach plan effort, they shall pay the amount set forth in Exhibit A based on their population from 2000 Census data. When data is available from the 2010 Census data, rates for all Parties shall be recalculated in accord with that data. If they join mid-year, their amount will not be prorated. Additional municipalities' contributions shall not lessen the amount of the Parties' contributions set forth in Exhibit A. The municipality wishing to join the effort shall sign onto this Agreement and be afforded the benefits of the information, education and outreach program that are made available to all Parties.

Should the Position become vacant, Dane County shall take all reasonable measures to assure that it is filled or its duties reassigned. During the time the Position is vacant, the LWRD OLW's Watershed Management Coordinator shall assign other equivalent staff to complete the duties of the Position and shall notify all Parties in writing.

2. The Parties shall continue to operate and maintain the Information and Education Committee, hereinafter referred to as I&E Committee, previously created under the Madison Area Municipal Storm Water Partnership. The I&E Committee shall provide guidance to the Position, which is directly supervised by the LWRD OLW's Watershed Management Coordinator.

The materials and products that result from this joint effort are expressly developed for the Parties to fulfill their permit obligations.

The I&E Committee shall meet a minimum of four (4) times per year. The I&E Committee shall consist of members of the Parties to this Agreement and the staff assigned by the Dane County LWRD OLW Watershed Management Coordinator. There is no maximum number of members for the I&E Committee. Any Party to this Agreement may be a member of the I&E Committee. At a minimum, the I&E Committee shall be comprised of one representative from each Dane County, UW-Madison, City of Madison and one from remaining Party cities, and one representative each from villages and towns. The I&E Committee shall continue to invite the advice and consultation of the Wisconsin Department of Natural Resources and the University of Wisconsin Cooperative Extension.

3. The entire agreement of the Parties is contained herein and this Agreement supersedes any and all oral agreements and negotiations between the Parties relating to the subject matter hereof. The Parties expressly agree that this Agreement shall not be amended in any fashion except in writing, executed by all Parties.
4. This Agreement shall commence January 1, 2009, superseding the previous agreement that was in place through April 2009, and shall end December 31, 2013 unless the Parties agree to a longer period. This Agreement may be amended and extended at any time upon the mutual agreement of all of the Parties.
5. Dane County shall invoice each of the Parties the amount set forth in Exhibit A commencing January 1, 2009 and every January 1 for years 2010, 2011, 2012 and 2013. Invoices are payable in 30 days.

6. **TERMINATION OF AGREEMENT**

In the event that any Party determines that it is in their best interest to terminate participation in this cooperative agreement for storm water information, education and Outreach with Dane County and all other Parties to this agreement, the Party may do so at any time by taking the following action:

- A) The Party shall send written correspondence to the Dane County LWRD OLW Watershed Management Coordinator, and the Wisconsin Department of Natural Resources indicating their desire to end their participation in this Agreement.

This correspondence shall include an official resolution or documented action indicating that the requested action has been authorized by a governmental body possessing the legal authority required to terminate this Agreement, and that the signatories to this correspondence are duly authorized to sign a correspondence terminating their participation in this Agreement.

- B) Upon receipt of this correspondence, the Dane County LWRD OLW Watershed Management Coordinator shall consider the requesting party removed from the information and education joint agreement at the end of the year the request is made.

7. In the event that a Party withdraws and terminates its participation in this Agreement, the withdrawing Party shall be responsible for its financial contribution with regard to this Agreement until December 31 of the year the Party withdraws. No partial refund based on the date of withdrawal by the Party shall be given.

When a withdrawing Party is no longer financially responsible under this paragraph, the cost shall be re-apportioned among the remaining Parties.

8. **AFFIRMATIVE ACTION**

During the term of this Agreement, each Party agrees to abide by its own Affirmative Action Plan and in doing so shall not discriminate in the employment or training of any person by reason of race, religion, marital status, age, color, sex, handicap, national origin, or ancestry, income level, or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status.

9. This Agreement constitutes the entire agreement of the Parties and supersedes any and all negotiations leading hereto.

10. **PERFORMANCE**

Each Party to this Agreement hereby certifies that it possesses the legal authority required to enter into this Agreement, and that the signatories to this Agreement are duly authorized to sign and that its designated representatives are authorized to act in all matters pertaining to this Agreement and to provide all required reports and file data as may be required.

11. **THIRD PARTY RIGHTS**

This agreement is intended to be solely between the parties hereto. No part of this Agreement shall be construed to add, supplement, amend, or repeal existing rights, benefits or privileges of any third party or parties. Nothing contained herein is intended as a waiver by any party of the defenses and immunities contained within the Wisconsin Statutes, including Sec. 893.80.

12. **EXECUTION IN COUNTERPART**

Each Party to this Agreement acknowledges that this Agreement may be executed in counterparts by duly authorized signatories and that the final contract and the cumulative counterpart signature pages shall be considered an original document with the full force and effect as if one copy of the contract was circulated to all parties for signature.

**IN WITNESS WHEREOF**, the Cities of Fitchburg, Madison, Middleton, Monona, Stoughton, Sun Prairie and Verona; the Villages of Cottage Grove, DeForest, Maple Bluff, McFarland, Shorewood Hills and Waunakee; the Towns of Blooming Grove, Burke, Madison, Middleton, Westport and Windsor; Dane County; and the University of Wisconsin–Madison, hereto have caused this Agreement to be executed by their proper officers.

## **A2. Municipal Responsibilities**

It is not enough for municipalities to merely be an actively paying contributor to the Partnership. There are specific actions each municipality must do. For example, while MAMSWaP has created a useful website, each municipality needs to link to [www.myfairlakes.com](http://www.myfairlakes.com). MAMSWaP also developed a DVD, but municipalities must encourage their local cable access stations and others to show it. Other examples include:

- using provided articles and other information in municipal newsletters or utility bill inserts,
- using displays,

- providing information on municipal web sites,
- issuing press releases to local newspapers, and
- implementing storm drain labeling programs.

Action numbers listed refer to the action table beginning on page 11. When the municipality is listed as the first party under “Who,” it is the primary responsible party for that action. Actions that specifically identify municipalities are Actions 7, 9, 13, 14, 15, 16, 17, 19, 25, 26, 27, 28, 31, 33, 40, 41, 42, 43, 44, 45, 48, 49, 50, 53, 54, 56, 57, 59, 61 and 62.

### A3. Municipal Contacts

Fitchburg (city)	Rick Eilertson, P.E., Environmental Engineer, City of Fitchburg, 5520 Lacy Road, Fitchburg, WI 53711-5318; 608-270-4264; <a href="mailto:rick.eilertson@city.fitchburg.wi.us">rick.eilertson@city.fitchburg.wi.us</a>
Madison (city)	Greg Fries, P.E., Principal Engineer, City of Madison Engineering Division, City-County Building, Room 115, 210 Martin Luther King Jr. Blvd., Madison, WI 53703; 608-267-1199; <a href="mailto:gfries@cityofmadison.com">gfries@cityofmadison.com</a>
Middleton (city)	Gary Huth, P.E., Assistant City Engineer, City of Middleton Public Works Dept., 7426 Hubbard Ave., Middleton, WI 53562; 606-827-1070; <a href="mailto:ghuth@ci.middleton.wi.us">ghuth@ci.middleton.wi.us</a>
Monona (city)	Richard Vela, P.E., City Engineer, City of Monona, 5211 Schluter Road, Monona, WI 53716; 608-222-2525; <a href="mailto:rvela@ci.monona.wi.us">rvela@ci.monona.wi.us</a>
Stoughton (city)	Rodney Scheel, Director of Planning & Development, 381 East Main St., Stoughton, WI 53589; 608-873-6619; <a href="mailto:rjscheel@ci.stoughton.wi.us">rjscheel@ci.stoughton.wi.us</a>
Sun Prairie (city)	Daryl Severson, City Engineer, City of Sun Prairie, 300 E. Main St., Sun Prairie, WI 53590; 608-837-3050; <a href="mailto:Dseverson@sun-prairie.com">Dseverson@sun-prairie.com</a>
Verona (city)	Ron Rieder, Director of Public Works, City of Verona, 410 Investment Ct., Verona, WI 53593-8749; 608-845-6695; <a href="mailto:ron.rieder@ci.verona.wi.us">ron.rieder@ci.verona.wi.us</a>
DeForest (village)	Dean Baker, Public Works/Parks Coordinator, Village of DeForest, 205 DeForest Street, PO Box 510, DeForest, WI 53532; 608-846-6761
Maple Bluff (village)	Tom Schroeder, Pub Works Superintendent, Village of Maple Bluff, 18 Oxford Place, Madison, WI 53704; 608-244-3048; <a href="mailto:tschroeder@villageofmaplebluff.com">tschroeder@villageofmaplebluff.com</a>
McFarland (village)	Allan Coville, Director of Public Works, Village of McFarland, 5915 Milwaukee St., McFarland, WI 53558; 608-838-8287; <a href="mailto:allan.coville@mcfarland.wi.us">allan.coville@mcfarland.wi.us</a>
Shorewood Hills (village)	Denny Lybeck, DPW, Village of Shorewood Hills, 810 Shorewood Blvd., Madison, WI 53705; 608-267-2680; <a href="mailto:dlybeck@shorewood-hills.org">dlybeck@shorewood-hills.org</a>
Waunakee (village)	Kevin Even, P.E., Village Engineer/DPW, Village of Waunakee, 500 W. Main St., Waunakee, WI 53597; 608-849-6276; <a href="mailto:keven@vil.waunakee.wi.us">keven@vil.waunakee.wi.us</a>
Blooming Grove (town)	Mike Wolf, Town Administrator, Town of Blooming Grove, 1880 S. Stoughton Road, Madison, WI 53716; 608-223-1104; <a href="mailto:BGAdmin@BLMGROVE.com">BGAdmin@BLMGROVE.com</a>
Burke (town)	Brenda Ayers, Town Clerk/Treasurer, Town of Burke, 5365 Reiner Rd., Madison, WI 53718; 608-825-8420; <a href="mailto:townofburke@verizon.net">townofburke@verizon.net</a>
Madison (town)	Rick Rose, P.E., Public Works Director, Town of Madison, 2120 Fish Hatchery Rd., Madison, WI 53713; 608-210-7260; <a href="mailto:roser@town.madison.wi.us">roser@town.madison.wi.us</a>

Middleton (town)	David Shaw, Town Administrator, 7555 West Old Sauk Road, Verona, WI 53593; 608-833-5887; <a href="mailto:dmid@chorus.net">dmid@chorus.net</a>
Westport (town)	Tom Wilson, Town Administrator, Town of Westport, 5387 Mary Lake Rd., Waunakee, WI 53597; 608-849-4372; <a href="mailto:twilson@townofwestport.org">twilson@townofwestport.org</a>
Windsor (town)	Kevin Richardson, PE, Town Engineer, Town of Windsor, 4084 Mueller Road, DeForest, WI 53532; 608-846-3854; fax 608-846-2328; <a href="mailto:kevin.richardson@tds.net">kevin.richardson@tds.net</a>
Dane County	Sue Jones, Watershed Management Coordinator, Dane County Lakes and Watershed Commission, Room 421, City-County Building 210 Martin Luther King, Jr. Blvd., Madison, WI 53703-3345; 608-267-0118; <a href="mailto:jones.susan@co.dane.wi.us">jones.susan@co.dane.wi.us</a>
UW–Madison	Jeff Orwin , Environmental Health & Safety Supervisor, UW-Madison Safety Department, 30 East Campus Mall., Madison, WI 53715; 608-262-3278; <a href="mailto:jorwin@fpm.wisc.edu">jorwin@fpm.wisc.edu</a>

## Geographic Focus of the Plan

The 21 member municipalities (listed on the inside cover of this plan) signed an intergovernmental agreement to implement the I&E plan, developed to meet program needs. Located in central Dane County, the outlined areas indicate the urban areas that are the subject of the plan. Dane County is only responsible under the permit for those county-owned properties and facilities within the urban area indicated by the outline on the map.

